

The ROTARIAN

An Epoch Ends

By Stuart Chase

Do Olympic Games Promote Friendship?

By Almon E. Roth

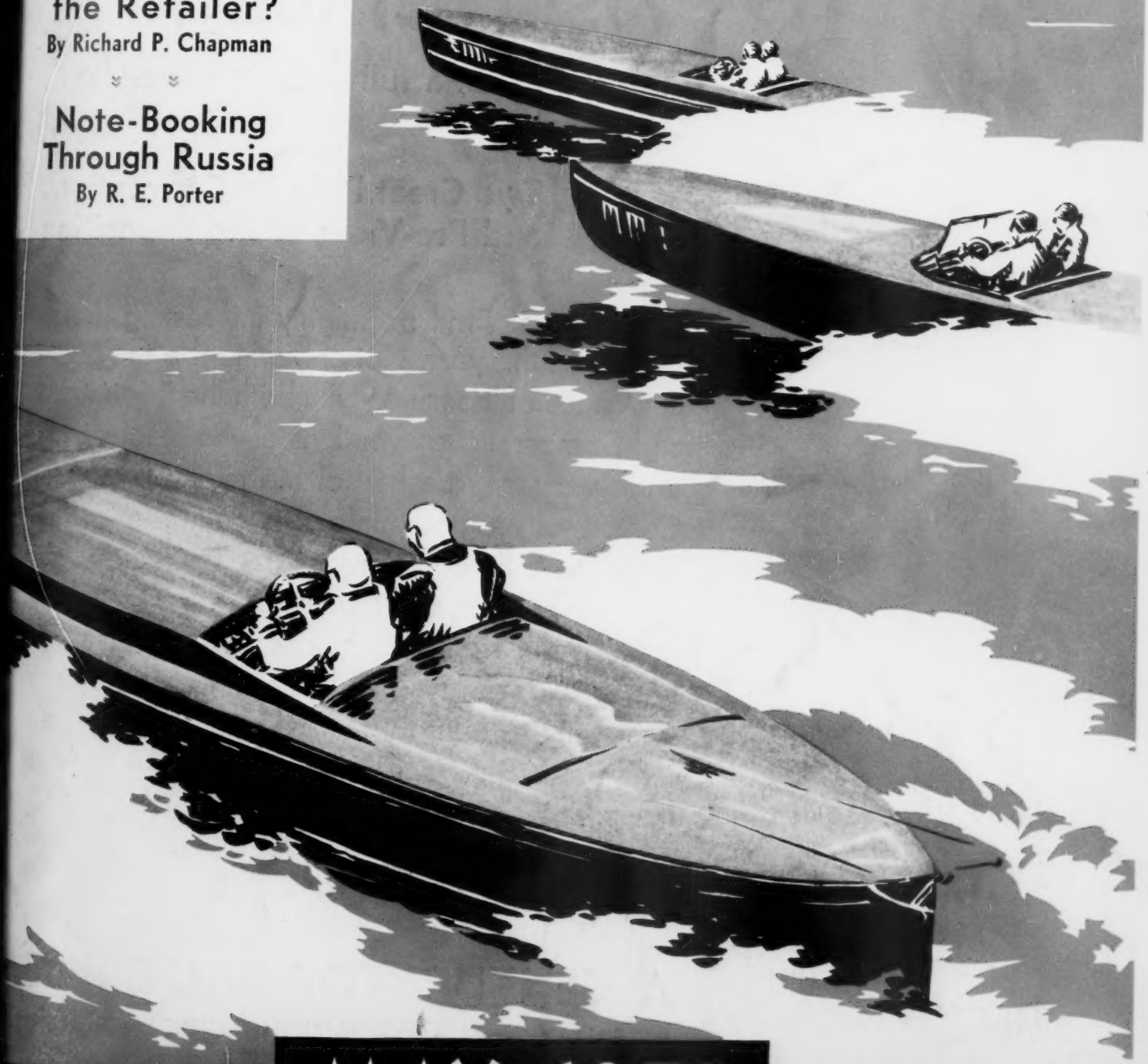
What's Ahead for the Retailer?

By Richard P. Chapman

Note-Booking Through Russia

By R. E. Porter

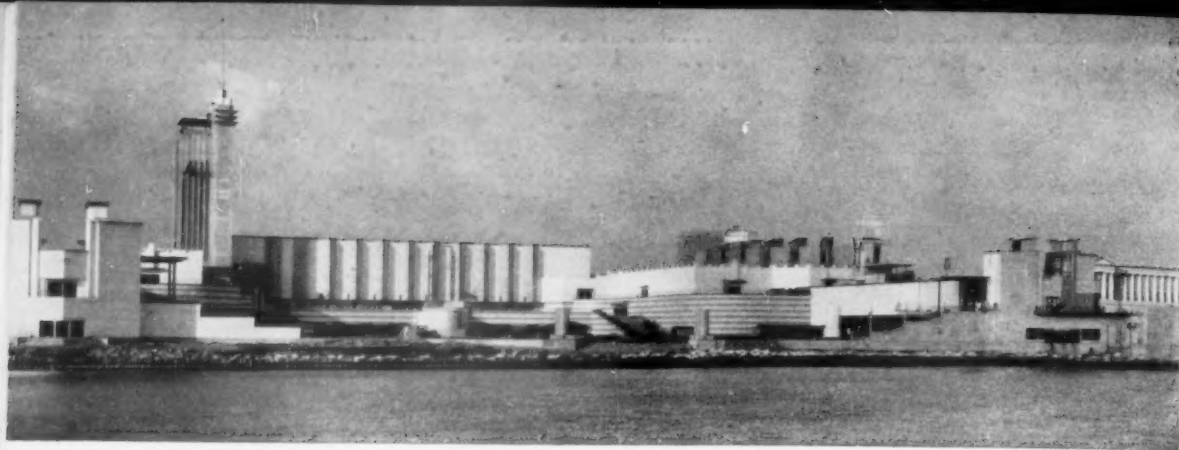
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The ROTARIAN

AN INTERNATIONAL MAGAZINE DEVOTED TO THE ADVANCEMENT OF THE IDEAL OF SERVICE AND ITS APPLICATION TO PERSONAL, BUSINESS, COMMUNITY, AND INTERNATIONAL LIFE

PUBLISHED MONTHLY BY ROTARY INTERNATIONAL

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EDITORIAL AND BUSINESS OFFICES:

211 West Wacker Drive, Chicago, U. S. A.

Editorial Board:

DOUGLAS C. MCMURTRIE

EMERSON GAUSE

LELAND D. CASE

HARVEY C. KENDALL, *Business Manager*

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Western Representatives: Simpson-Reilly,

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Photo, "Eucalyptus Row," by Jessie Tarbor Beeli

Trails

By Arthur Melville

*I walked with Memory on a trail
Of long forgotten days,
Seeking again youth's flaming grail
And his eternal paraphrase.*

*I walked with Augur on a trail
Of days as yet unshown,
Seeking a broad path past the veil
Where all trails join—where truth is known.*

The Time for Moaning is Past

By Douglas C. McMurtrie

IF half the time and thought now being devoted by business men to a discussion of the present depression, to analysis of its causes, or speculation as to the length of its continuance, were devoted to constructive efforts to improve their own business and make the best out of the situation which now exists, we should be making material progress toward digging out of our present difficulties.

When we meet our business friends, we are all too prone to condole with them regarding the new lows to which the stock market has fallen, regarding the distressful decrease in car-loadings, or regarding any one of a number of other indices, the trend of which, we must grant, is far from encouraging.

Too many gatherings of business men have come to resemble old women's circles recounting to each other their respective aches and pains and deploring the passing of "better days," now gone forever. Many of us are becoming economic hypochondriacs.

Or perhaps our attention is directed to historical retrospect. Economic depressions, we say, come every so often and the present situation is inevitable.

It has been recently observed that fully half of the salesmen calling on prospects at the present time open the conversation with the question, "How's business?" knowing full well in advance that the inevitable answer would be far from encouraging. We are in a depression, it is true. At least, as one popular comedian has observed, "If it's not a depression, it's the smallest boom we have ever seen." This being so, what of it? What have we to gain by post-mortem conferences over last year's profits which may have been non-existent or over present dearth of sales.

Whatever we can do individually to aid community efforts to improve business conditions, we should do. But so far as our own business is concerned, there is little we can do to improve its status, except to consider its possibilities carefully and start out to realize them with a spirit that will not be downed.

Accepting the present circumstances, let us take the measures necessary to bring our operating expense within our present income, no matter how drastic these measures may be. Let us dispense with

Men ask men, "How's business?"

Here's the suggestion that we talk less and spend the time so saved on something resultful.

luxuries in the way of overhead which we may have come to consider essentials, but which really are not. And having made these necessary and perhaps painful readjustments, let us then swing on our business problems in no uncertain mood, and explore the possibilities of further progress.

Some business men have accepted the present circumstances, yet have militantly set out to do business in spite of them. Some few who have, are showing better operating statements today than they did two years ago. What are the possibilities for us to improve the present status of *our* business?

For some concerns there are possibilities of more business to be obtained from present customers. There may be former customers who can be reclaimed and restored to the active list.

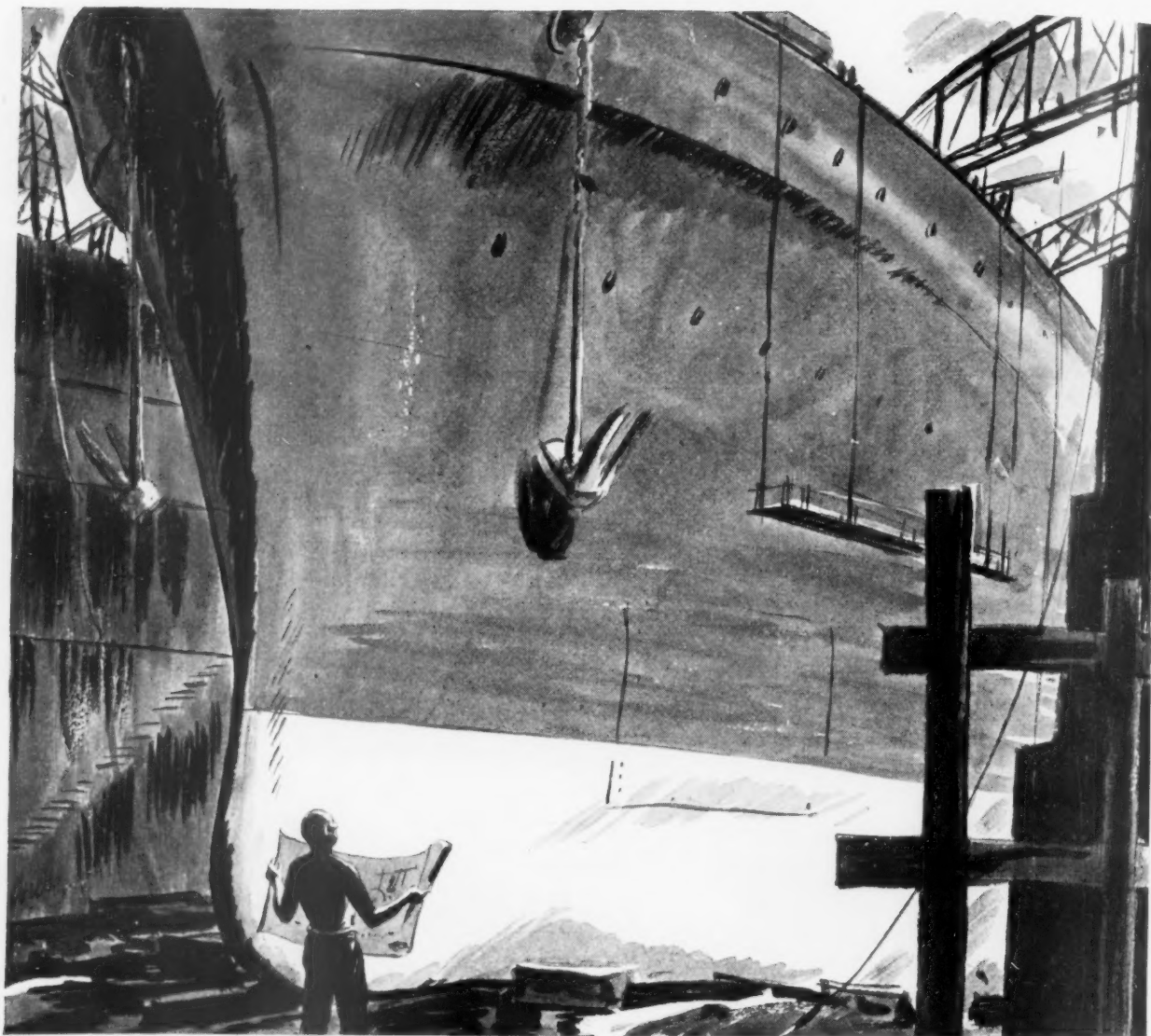
PERHAPS our products are not up to par. Is their style out-moded? Do the packages in which they are presented look old-fashioned and unattractive? Are there some additional lines which could be taken on, and produced without increase in overhead? With markedly reduced costs of manufacture, are there any markets, closed to us in the past, which profitably can be entered now?

Are our salesmen going out like dogs with their tails between their legs, expecting to be turned down; or are they going out aggressively with their chins up to present a line in which they have unbounded confidence? In either case they may well be reflecting the attitude of their chief.

If there was ever a time when we needed a spirit of constructive optimism it is now—not a blue-sky anticipation of a coming hey-day—but a confidence that we can each of us do something here and now, to improve our own business and thus contribute in a practicable way to the improvement of all business.

Better days are ahead.

The time for moaning is past. The time for hard-hitting aggressiveness has come.



"The Ships of State must be docked and redesigned."

An Epoch Ends

By Stuart Chase

A PLANLESS national economy if it is to avoid disaster must give way to a planned economy. The ships of state must be docked and redesigned. They must be reconstructed according to a unified engineering scheme, which is mindful of the number of passengers to be carried, and the proper relationship of fuel to engine to propeller, to pumps, to galley ranges, and to power requirements generally. The ship after all has to get across the ocean. For that it needs a good propeller far more than it needs ballyhoo.

The case for a planned economic order. The Rotarian will welcome brief opinions from readers whose viewpoints differ from the author's.

Also, it demands a conning tower and a trained technical staff, far more than speeches in the main saloon.

If we are going to have a mechanical civilization—and we have so elected—we have got to control it. It cannot be allowed to drift aimlessly without ultimately wrecking us. A handicraft culture needs neither design nor technical operation; its economic

security is guaranteed, save for acts of God, by food from its neighboring fields. But a great sprawling machine culture, where a million cog wheels must mesh if food is to be forthcoming, must, in my opinion, either plan or perish.

The billion wild horses of mechanical power have brought us certain manifest assets, and promise us, if they can be tamed, many more. These assets include:

High living standards.

Shorter working hours.

A decline in hard, slogging physical labor.

Better physical health and greater longevity.

A falling birthrate.

A decline in superstition, an increase in the scientific attitude.

Less physical cruelty than in the handicraft age.

Less fear and hatred of the alien, as the engines of transportation and communication knit the world more closely together.

These assets form an impressive beginning, but the present depression, a phenomenon impossible in the handicraft society, hardly allows us to rest on our laurels. The liabilities are equally imposing, and at the moment the world balance is in the red. Regard the schedule, and measure its total impact against that of the assets:

Mechanized warfare, which gave us a red balance in 1917 and promises neatly to end Western civilization in the next world conflict, the airplane and the gas bomb providing the terminal facilities.

The fantastic waste of our natural resources due to uncorrelated machine production.

The flesh-and-blood robot in industry.

Social standardization. The dreariness of Main street.

The tempo of modern living. Fifty per cent of all hospital beds are occupied by persons suffering from nervous diseases. While our physical health, particularly in the case of children, is improving, our mental health, particularly in the case of adult workers, declines. Under this head, too, comes the shambles the motor car makes of our highways, killing 35,000 and wounding more than a million a year.

The new illiteracy. The increasing ignorance of the consumer in the face of forced draft salesmanship. The inordinate productivity of the uncontrolled machine is directly responsible for the forced draft.

"Behind the shoulder of nearly every man and woman stands the ghost of economic insecurity."

The lost art of play. Most people over thirty take their recreation sitting down—at second and third hand. The favorite play form of American children is the funny paper. Mechanization and commercialization have made a mockery of leisure. That asset, for the moment, is frozen.

Technological unemployment. A total firing rate which promises to exceed the total hiring rate, due to the march of the machine. The violence of this liability is unaffected by periods of so-called prosperity.

THE over-specialization of labor and production which the machine age has brought. Uncorrelated, highly specialized economic activity has led to the downs of the business cycle, overproduction, cyclical



unemployment (which we suffer from chiefly today), the scandalous neglect of agriculture as against industry in the last generation, the failure of the credit structure to keep up with the engines so that we may repurchase what we can so readily make. Today this liability leads to collapsing banks, bread lines, malnutrition, starvation and the very real threat of mob violence.

Behind the shoulder of nearly every man and woman stands the ghost of economic insecurity. Day and night it whispers: "How long is your job to last? When will a machine or a merger displace you? When will your bank fail? How long will your income be forthcoming? How can you further abase yourself to hold your position?" A handicraft people has ghosts galore, but not this ghost. Perhaps it is the most terrible ghost of all.

The liabilities stand ready to crush the assets altogether, failing the immediate and drastic reconstruction of the economic ship.

If we, in the United States, for instance, really want to meet this challenge, we are peculiarly fortunate. We can feed ourselves from our own soil. We have the natural resources despite their shocking waste to date. We have the skilled engineers, the magnifi-

cent technical plant, the laboratories, the research bureaus, and above all the able and vital population needed to work out a national economic plan for a safe and prosperous journey into the future.

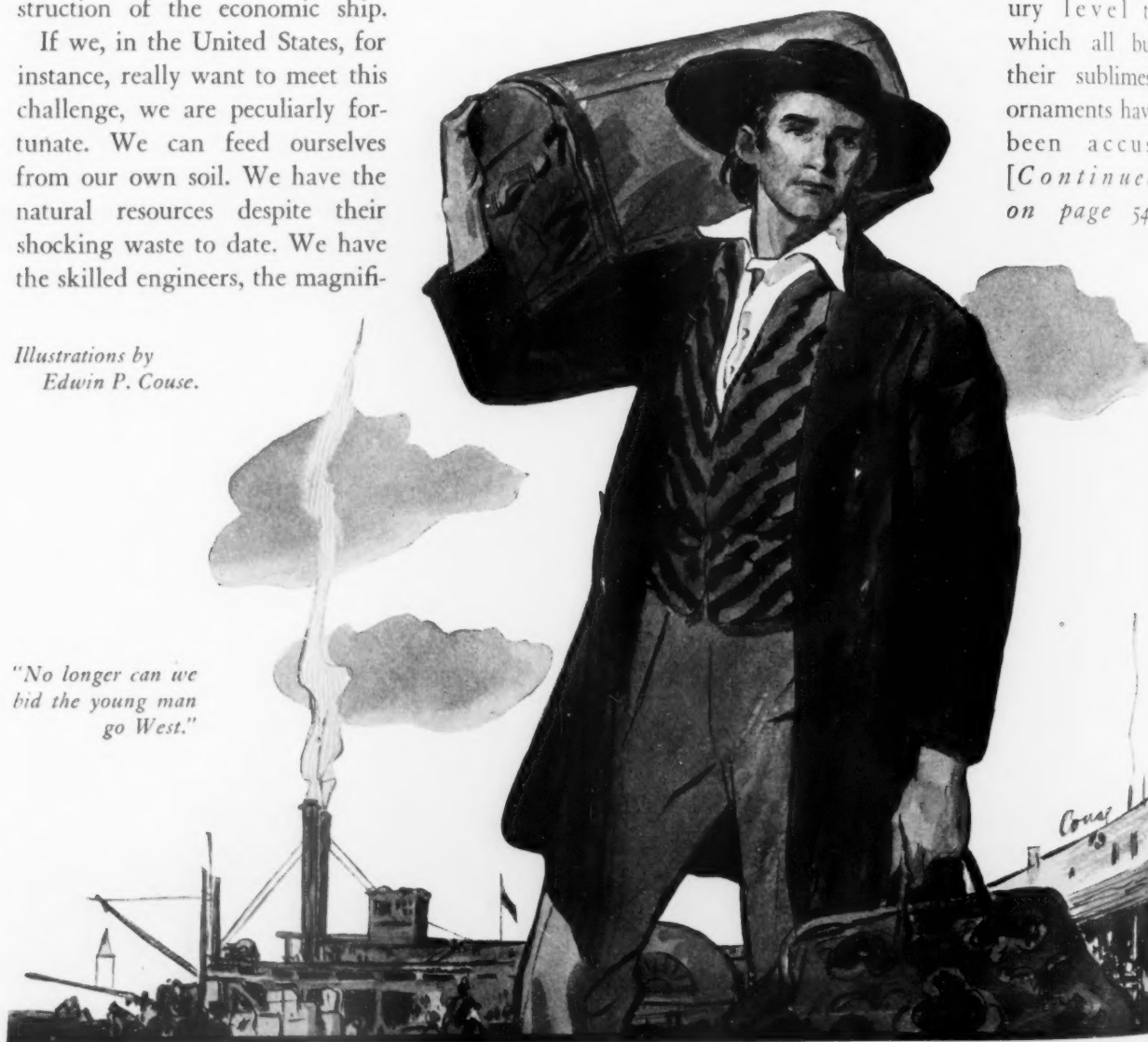
WE HAVE another potential aid, which very few have realized, namely, the *economy of abundance*; the demonstrated possibility of producing more than enough to go around. Earlier ages have tended to live in an *economy of scarcity*, with population ever straining against food supply. Privileged classes in earlier ages, on the principle of self-preservation, have fought savagely for the maintenance of the status quo. Only bloody revolutions have dislodged them. Today, with more than enough to go around, their opposition, while we may expect it to be bitter, has no such logical foundation.

The volume of goods thrown off by a planned society would be sufficient to keep them at the luxury level to

which all but their sublimest ornaments have been accus-
[Continued
on page 54]

Illustrations by
Edwin P. Couse.

"No longer can we
bid the young man
go West."



International sports haven't always promoted friendliness. Los Angeles will endeavor to see that former sources of friction do not exist at the 1932 games—July 30-August 14.

El Ouafi, an Algerian running for France, took first in the 1928 Marathon.

Do Olympic Games Promote Friendship?

By Almon E. Roth

Past President, Rotary International. Member of U. S. Rugby team which toured Australia and New Zealand in 1910.



Photo: Underwood & Underwood

"HELLO, Jim! You are just the fellow I have been looking for. I have been asked to write an article for *THE ROTARIAN* on the Olympic games as an agency for the promotion of international goodwill. You were a member of the Rugby team which represented the United States in the 1924 Olympiad at Paris. How would you answer this question: 'How do the Olympic games promote international goodwill?'"

"With a reverse English."

"You don't mean to tell me that you think these games promote ill will rather than good feeling?"

Jim is of Irish descent and his next answer was in the form of a rather convincing question.

"How would you feel if you had won a decisive victory by what you considered clean-cut, sportsmanlike conduct, and then stood dazed while you listened to the bleachers of the host country boo and jeer the singing of your national anthem?"

Then I recalled that the Rugby matches at the

1924 Olympiad had resulted in much ill feeling, and I had to admit that the booing of one's national anthem by one's hosts was not exactly a display of goodwill nor an act designed to promote friendly feeling between nations concerned.

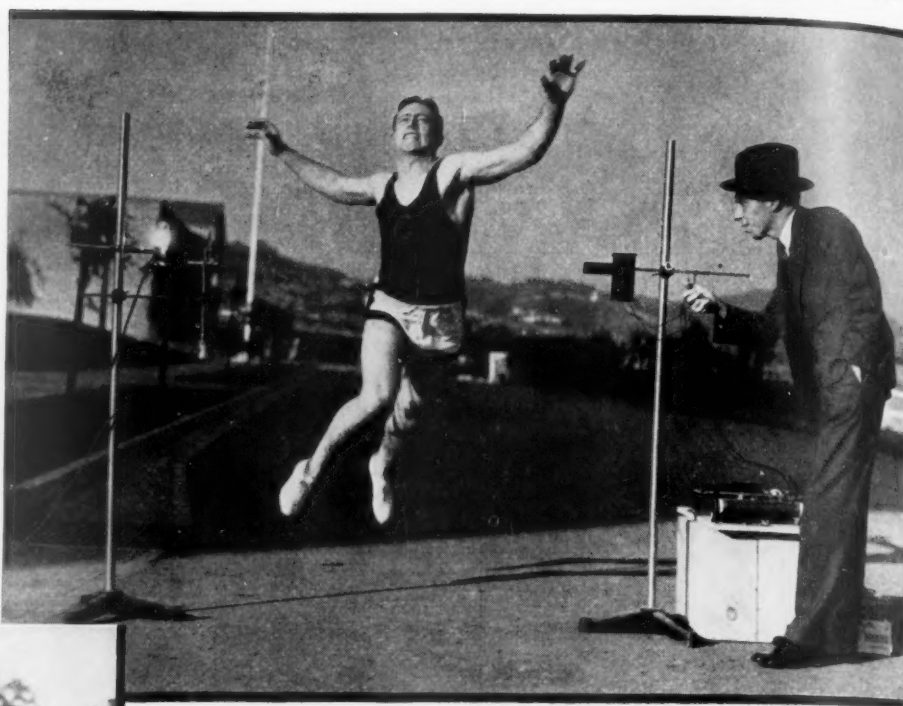
My assignment did not appear so simple as when I had glibly assented to write the article. I must now shamefacedly admit that I had intended to dress up one of my old, wind-worn speeches on the Sixth Object of Rotary, change a few phrases, and then pawn it off as suitable manuscript. I had some notion of enlarging upon the following statement which had appeared in a Rotary club publication:

"Rotary International has spread, since its inception, into fifty-eight countries, which is the exact number of countries which have national Olympic committees. Rotary International is governed by a world-wide group, much the same as the Olympic movement is directed by the international Olympic committee. One of the objects of Rotary International is to promote world fellowship, peace and international understanding. When Baron Pierre de Cou-

A fraction of a second sometimes means the difference between first and second place. A beam of light across the finish line is broken by the runner thus making an instantaneous record on a printing chronograph.

Frau Lina Radke of Germany, mother of two children, who outran 8 rivals to win the 800-meter race at the ninth Olympiad at Amsterdam, in the record time of 2 minutes, 16 $\frac{1}{2}$ seconds.

Photos: Wide World



bertin made his impassioned plea for the revival of the Olympic games in 1894, he said: 'Let us export our oarsmen, our runners, our fencers into other lands. That is the true free trade of the future; and the day it is introduced into Europe, the cause of peace will have received a new and strong ally.'

But I had talked to only one participant, and possibly friend Jim's experience was an isolated case—an exception which proved the rule.

I took down the phone and called another friend who is one of the finest sportsmen in the world—a man who served as an assistant track and field coach at the 1920 Olympiad, who is personally acquainted with thousands of the leading amateur athletes of the world and who has been closely identified with international matches in soccer, boxing, track and Rugby. I repeated the question I had put to Jim.

HARRY cleared his throat, then launched into a fervid oration on the value of the Olympic games in promoting amateur sports. He had listened to my speeches on international goodwill, and obviously was letting me down easy. So, I broke in to repeat my question in this form: "In your opinion have the modern Olympiads on the whole resulted in International goodwill?"

"I am sorry," was the reluctant answer, "I must confess that I believe they have not. But, I am still strong for the Olympiads, for they—" I hung up the phone, for I knew what the rest of his speech would be.

I decided to try one more. The next man had competed in two Olympiads—as a broad jumper at Stockholm and as a Rugby player at Paris. He had attended the 1928 Olympiad at Amsterdam in the dual capacity of a sports writer for a leading news syndicate and as

assistant track and field coach for the United States. Again the question was repeated.

"Say, listen fellow," came his reply, "you wouldn't ask that question if you had been housed in some of the rotten quarters and had trained on some of the so-called 'cinder paths' that I have seen at these Olympic games. You must remember the open hostilities and ill will at the London games in 1908 caused by the alleged boxing of the British entry in the 400-meter dash by four runners from the United States! I was only a kid in high school then, but I remember how sore we were at the British when we read the papers. The American expedition was badly mismanaged—"

A GAIN I hung up the receiver. I had heard Bob's caustic and convincing speech on the mismanagement of the Olympic games several times, and besides, the reference to the newspapers suggested a new line of inquiry. I hurried to the library to learn the verdict of that most powerful molder of public sentiment, the press.

My rather casual preliminary assumption that the Olympic Games have constituted a great international love feast had, by this time, grown a bit shaky. But even so, I was not wholly prepared for the next shock. Imagine my dismay when I peered into the *Readers' Guide* and read such titles as these:

"Olympiads and Liars."

"Race Questions at the Olympiads."

"Are the Olympic Games Worth While?"

Photos: Wide World

Little encouragement for my original thesis in these! But wait, read what some of the magazine writers have to say. Referring to the 1924 games in Paris, the *Literary Digest* of August 2, 1924, says:

"No more Olympic Games" demands the *London Times*, aroused to exasperation by the fights, disagreements and racial bitterness that characterized the eighth Olympiad recently completed in Paris.

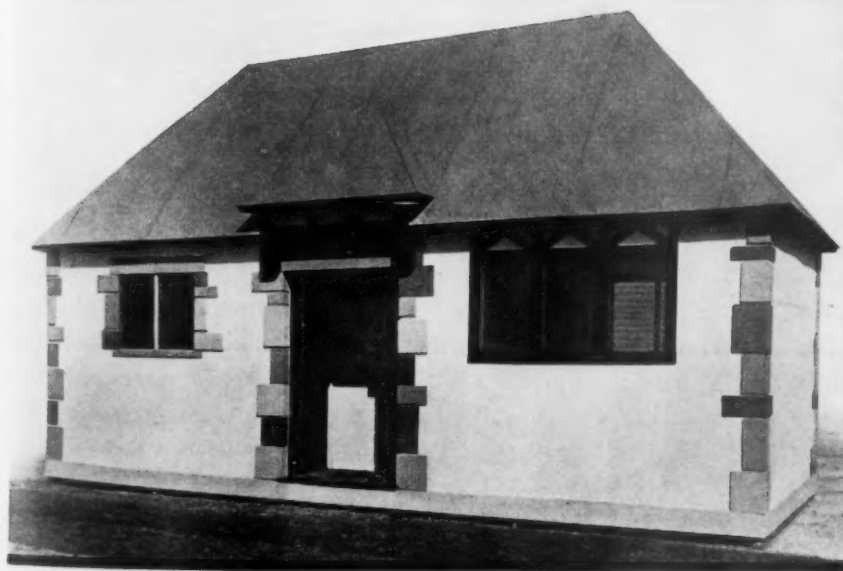
A sports writer in the *Times* says, "One great object of the games was to increase international friendship, but they have had the contrary effect. International bitterness rather than friendliness has been the outcome. . . . Miscellaneous turbulence, shameful disorder, storms of abuse, free fights, and drowning of national anthems of friendly nations by shouting and booing are not conducive to an atmosphere of olympic calm."

I read on. The magazine [*Continued on page 44*]



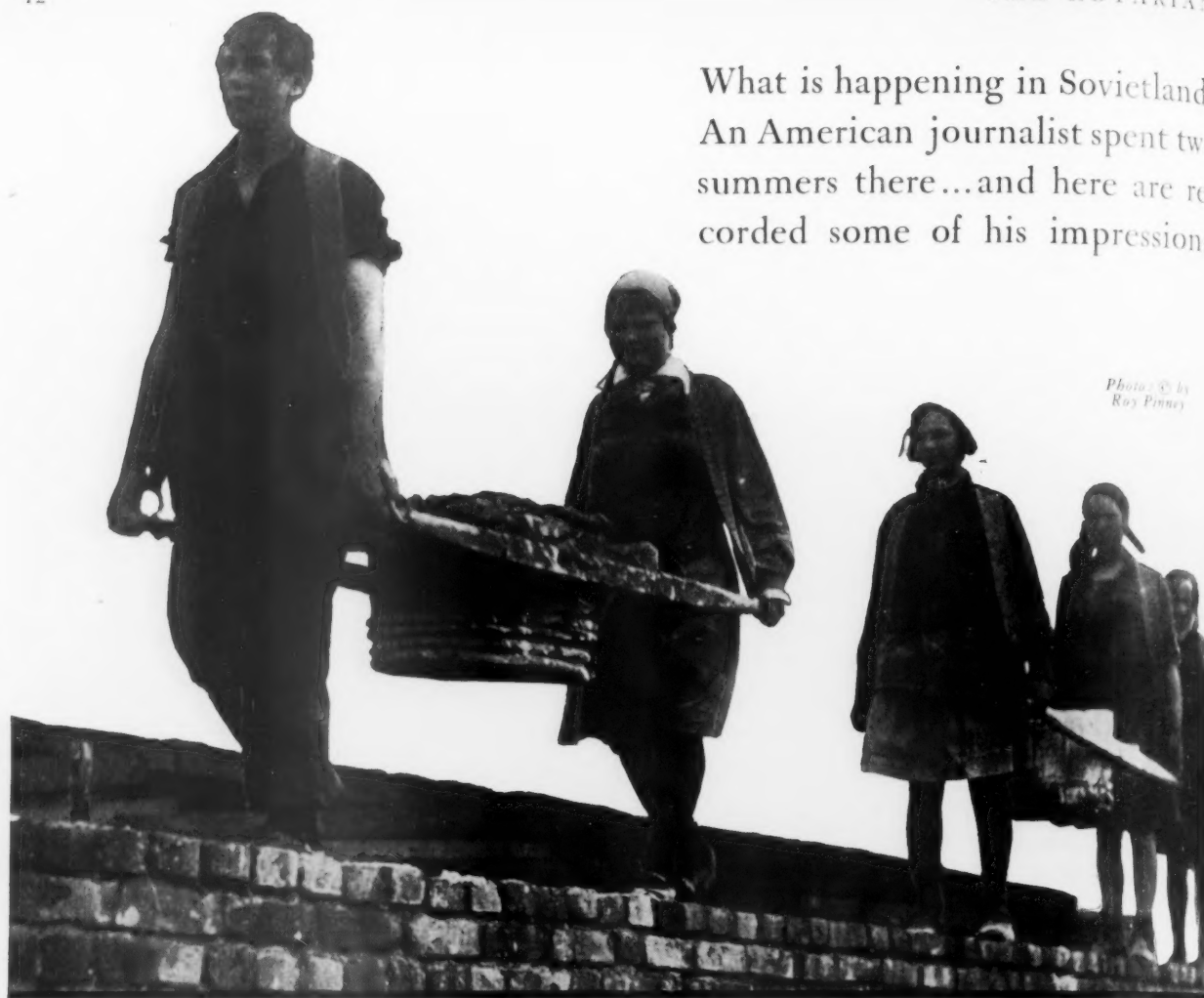
Frank Wykoff, University of Southern California champion, holder of the world's record of 9 $\frac{3}{4}$ seconds for the 100-yard dash, points out the 200-meter straight-away in the new Olympic stadium at Los Angeles.

Hundreds of these houses are now being erected in Olympic Village, Los Angeles, where athletes of 50 nations will live during their participation in the Olympic games.



What is happening in Sovietland? An American journalist spent two summers there...and here are recorded some of his impressions.

Photo: © by
Roy Pinney



Young women, "shock brigade workers," supplying mortar to bricklayers at work on a new school at Minsk.

Note-Booking Through Russia

By R. E. Porter

FROM almost anywhere in America, if you should sink straight down through the earth, clear to the other side of the world, you would be in Russia. You would emerge standing on your head, but that should make you feel quite at home in this upside down, inside out, topsy-turvy land, for here everybody and everything are turned around—reverse Russian, so to speak.

It is a country of contrasts and contradictions that fill some men with a fantastic faith, others with a futile fear. Outside observers seeing this strangest of all social spectacles become either friends or foes: there seems to be no neutral course.

After spending the summers of 1929 and 1931 roaming over Sovietland from the Atlantic to the

Pacific, from the Baltic to the Black seas, I returned to my home enormously enthusiastic about the Russian people, but frankly skeptical about their social theories.

The five-year-plan is doing much to change an illiterate people into a literate people, to lift the level of the common man, to improve the health of all, to better the conditions for mothers and children—but there is another side of the picture. It is the toll of human life and human happiness exacted in the putting through of the plan under unrelenting pressure.

* * *

Notwithstanding everything that I had heard to the contrary, I found that I could roam over Russia

without any especial hindrance. True, I was arrested three times, but I should have been for I was, unknowingly, violating Soviet laws. I had some uncomfortable moments, but a natural ability to smile and to look very dumb eventually got me out of my predicaments.

Most of the time I was a lone traveller, but occasionally I had as a guide one of the army of bright young women trained for the Soviet tourist bureau, Intourist.

THE usual tourist spends but five days in Russia—two in Leningrad, formerly St. Petersburg, two in Moscow, the Soviet capital, and a night on the train between the two cities. While many of these so-called "kilometer tourists" complain about travelling conditions, the real test comes with a trip off the beaten trails. "All that is necessary," a Russian friend remarked about a projected trip into the interior, "is the patience of Job and the perseverance of the saints." He was right.

When I went to Russia the second time, remembering the pitiable plight of friends I had made on my first trip, I took in quantities of food and clothing, coffee, tea, chocolate, cigarettes, cigars, tobacco, suits, shoes, safety razors, soap, and silk stockings. The only things I overlooked were some dollar watches and portable houses! I came out with my luggage reduced to the irreducible.

* * *

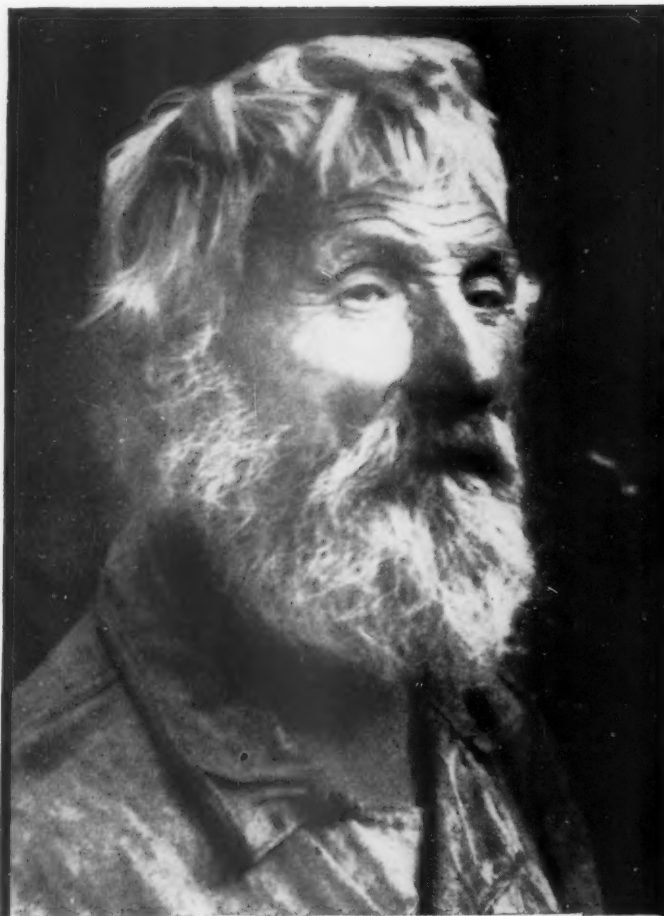
How would you like to write a book referred to as "one of the outstanding books of the year," and yet go around bare-legged? That was the plight of a California girl who had been in Russia since the first famine days. She has made a big success with her first story of one of the *besprizornie*, the wild, wolf-children, homeless boys and girls, victims of the World War, civil war, pestilence, and famine. She did a deft bit of writing in telling the tale of these waifs in the story of her hero, "Vanya, of the Streets."

I met this young author one day. She was complaining casually about her inability, sans hose, to

In all likelihood the grandparents of these two industrial workers of modern Russia were serfs. The young woman operates a calendering machine in a lace factory; the peering workman is a foreman in the great Soviet tractor factory of Tractorstroi.

The photographs on this page and the next two pages are by Margaret Bourke-White, and reproduced by courtesy of Simon & Schuster from "Eyes on Russia."





Ignorance and superstition born of centuries of oppression under the czars are in the eyes of this aged peasant from Novorossiysk. The world watches as he and his kind try to adapt themselves to the five-year-plan tempo.

Soviet Russia believes in equality of sexes. This girl is an efficient conductor on one of Russia's important railroad trains. In-tourist, Russia's official tourist bureau, has an army of girl guides who escort visitors through Sovietland acting as interpreters.



go to a tea given by the British embassy for Bernard Shaw. I gave her one of the dozen pairs of silk stockings from my kit bag. And she was delighted!

* * *

And how would you like to write a book but have to wait a year for it to be published because of a lack of white paper? And, after it had been published and had run for months in lists of best sellers to find yourself without sufficient food to keep alive the body that houses the soul which had provided inspiration for the volume which the eminent American translator had described as "not only significant, but epochal"?

"NEW RUSSIA'S PRIMER" was written as a school textbook to tell Russian children about the five-year-plan. There was no thought that it would be read outside of Russia. Then, quite by accident, an American educator "discovered" it, was convinced that practically every page carried "the mark of genius." Its publication in America caused a sensation for this little book, which can be read in an

hour or two, has startling simplicity, a fine dramatic power and, withal, tells a thrilling tale.

And yet the author, whose pen is invaluable to the Soviet Régime, whose very life is one of its finest assets, may yet be lost not only to Russian literature but to the whole world of letters through lack of food. A Russian girl and I managed to secure supplies and after encountering all sorts of difficulties finally got it to him in a city 500 miles distant.

* * *

In Russia, fresh fruits and vegetables are almost out of circulation. Butter is all but prohibitive in price. A tiny chip of butter on your plate costs twenty-five cents.

One of the most miserable meals I ever ate was in Moscow. It cost me seven rubles, fifty kopecks—\$3.75. In the other cheek, so to speak, one of the best meals I have ever enjoyed was a hearty dinner in a village in Sovietland which cost but eighteen kopecks—nine cents. The \$3.75 breakfast consisted of black bread, a bit of butter, some weak tea, a trifling portion of so-called jam, and an alleged compote of two or three pieces of dried fruit. The nine-cent meal included a big bowl of vegetable soup, two big slices of juicy ham, a plate of potatoes, all I could eat of wholesome bread, and all I could drink of hot, tickling tea.

These two meals were eaten within forty miles of each other. One was in the congested capital; the other in the country. The reason for the difference in quality and in price? It is chiefly because the transportation of commodities between country and city has broken down.

On a train one day I asked a peasant woman what she had in a big tin can and a bag. She replied that she had taken the can full of milk to the city, had exchanged it for the bag of bread which she was taking back to the farm.

* * *

Senator Borah, Soviet Russia's great and good friend, made a speech in the United States senate, March 3, 1931, asking for formal recognition of the Union of Socialist Soviet Republics. I was as ignorant of it as I am of the name of the other senator from Idaho. Yet down the Volga, a few months later, a twenty-year old Russian lad pulled out a copy of the speech and read it to me in excellent English. A year before that boy could not read, write, or speak English; now he can do all three almost as well as the average American youth.

He is typical of the boys and girls of young Soviet Russia. Youth will be served in Sovietland as elsewhere. The fast-coming-on generation there—friends or foes—are eager, alert, keen. Fine friends . . . fierce foes.

Nowhere in the world is there a larger dam than this one being constructed at Dnieperstroi, a product of engineering skill drawn largely from capitalistic nations.

"I care not who writes the nation's laws if I may write its songs," quoth a wiseman of many a yesteryear. Taking a leaf from his philosophy, I taught a number of songs to young Russians last summer. After vainly trying to get some one of them to sing "The Volga Boatman's Song," we finally had to sing it ourselves. Then we decided to try some American songs on young Soviet Russia. I suggested one song for Russia, one for America, and one for both, the latter a Russian-American international, as it were.

THE song for Russia was a made-over college song which, in Russian, ran like this:

*Russia will shine tonight, Russia will shine,
Russia will shine tonight, won't that be fine, oh,
Russia will shine tonight, Russia will shine
When the sun goes down and moon comes up,
Russia will shine!* [Continued on page 49]



Which Way Shall Rotary Go?

By R. L. Hill

Chairman, Convention Committee.

WHICH way shall Rotary go in international service?

This question, particularly pressing today because of the trade depression, the disarmament conference, and the strained relations in the East, will occupy an important place at the Seattle Convention. Discussion will be enriched by speakers who reflect opinions of Rotarians in many parts of the world.

First among these speakers, for several reasons, is President Sydney W. Pascall, of London, who will complete his world tour just in time for the convention. President Pascall for many weeks has been gathering first hand impressions of Rotary-in-action in South Africa, India, Malaya, Australia, and New Zealand.

The report of President Pascall's observations will be the chief feature of the convention's opening session on Monday night, June 20. As soon as Roland H. Hartley, governor of Washington, has delivered his message of welcome, and Past President Almon E. Roth has expressed the thanks of Seattle's Rotary visitors, President Pascall will present his story.

In January President Pascall visited nine of the Rotary clubs in southern Africa. In each city he planted a "tree of friendship" to symbolize the growth of friendship. Early in February he resumed his journey to spend the weeks until the end of March in India and Malaya, along the trail blazed by James W. Davidson. His schedule for April was filled with visits in Australia and his itinerary for May lay through New Zealand.

In *THE ROTARIAN* for the last year or so Mrs. "Jim" Davidson has given a colorful account of the trip she took with her husband and her daughter during which Jim organized twenty-three Rotary clubs between Cairo and Hong Kong. Since Jim's health precludes his appearance for the recital of this great tour of Rotary extension, Mrs. Davidson will give to the convention the story. That trip, which really made Rotary encircle the world by the establishment of a chain of clubs through southern Asia, is one of the outstanding events in Rotary's history.

The results of Rotary's endeavors in the field of

Rotary creates problems as it grows internationally. At Seattle these questions will furnish themes for many speakers.

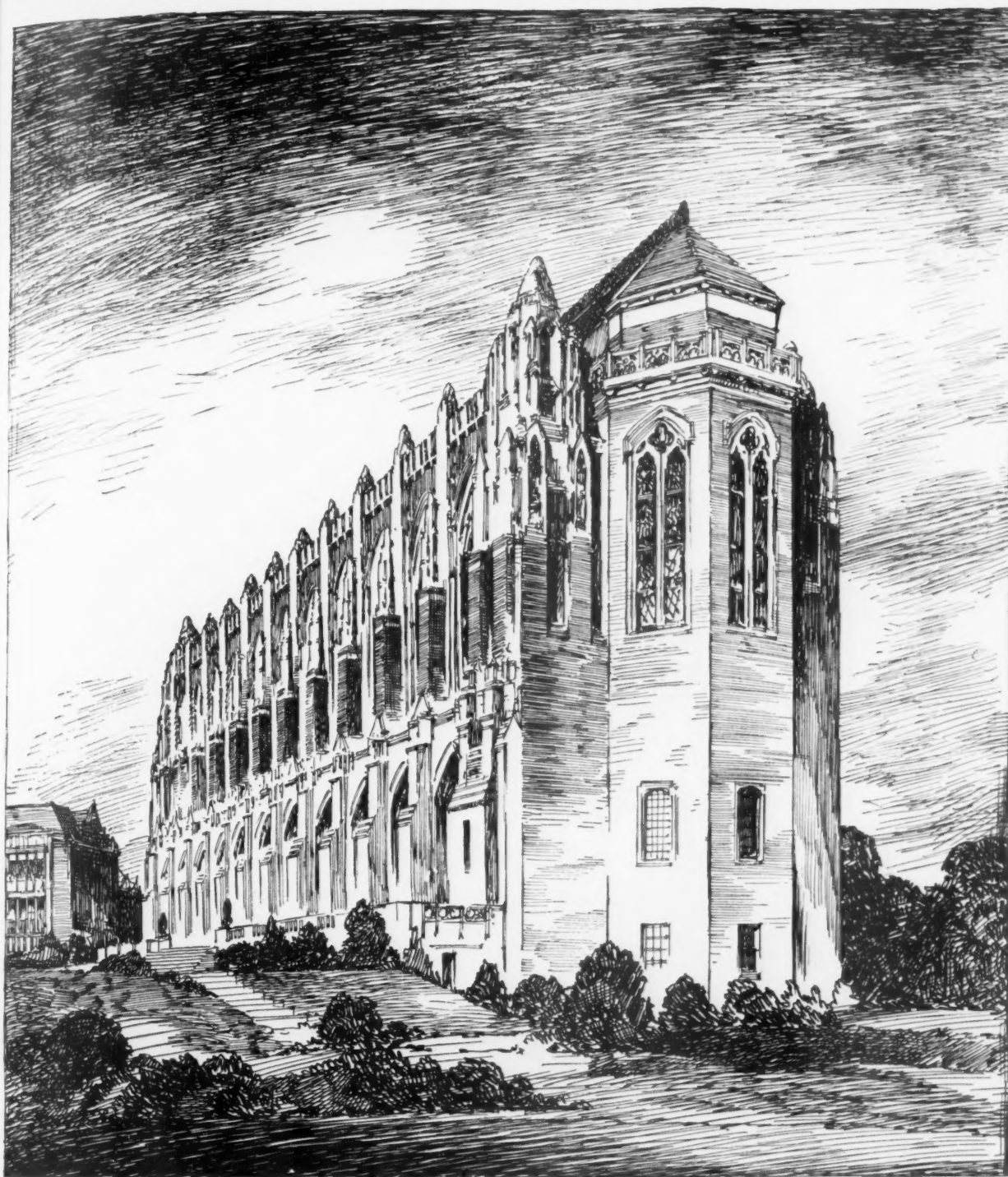
international understanding will be summarized by The Rev. William Thompson Elliott, vicar of Leeds, England, one of the most brilliant orators in Rotary. A member since 1919, Canon Elliott has been president of Rotary International—Association for Britain and Ireland, and a director of Rotary International. Few Rotarians are keener students of international affairs and fewer still have his talent to dramatize the growth of international goodwill through Rotary's activities.

THE actual topic, which way shall Rotary go in international service, is the theme given to Will R. Manier, Jr., of Nashville, Tennessee. He has played an important rôle in Rotary conventions for many years and is a member of the convention committee this year. He was one of the principal writers of that eventful resolution adopted at the St. Louis convention in 1924 setting forth the policy of Rotary toward community service activities.

It will be his opportunity to outline in similar fashion the general terms of the policy on which Rotary's activities in the field of international service may achieve the most fruitful results. A series of talks on community service experiences will lead up to an address of similar scope and purpose on Rotary's course in community service.

The convention facilities at Seattle are most conveniently arranged. The Civic Auditorium is adequate for an audience of more than 6,000, and the adjoining arena is well suited to the "House of Friendship." Nearby is an outdoor stadium for Thursday night's carnival entertainment.

As headquarters of "the Charmed Land," Rotary visitors at Seattle will find the city and its environs an interesting region in which to spend a week or more. Anyone who knows the Pacific coast of North America knows that its people from Alaska to Mexico entertain in royal style.



From an etching by F. V. Carpenter

The University of Washington, at Seattle, will draw many Rotarian visitors to its beautiful campus during Rotary convention week—June 20-24. The newly built library is one of the finest examples of Gothic design in the West.

The setting for the convention in such a charming country, the opportunity to see and hear of Rotary and its progress in all countries of the world, the pleasure of a vacation trip in a land of so many attractions, all combine to lure one on to Seattle. There is something distinctive about Seattle as a convention city and those who make the journey to the Rotary convention there are sure to enjoy one

of the most pleasant, colorful experiences of their lives.

You can take along your auto, your fishing tackle, your golf clubs, your hunting equipment, your mountain-climbing outfit, your sea-going clothes, or whatever else your mind can contrive, and make your favorite vacation diversion a part of your visit to Seattle and the land of outdoor charm.



Photo: Caulfield & Shook

After hours on a snowy mountain trail in response to a hurried night call, this Frontier nurse has arrived at an isolated home—in time.

Farmers Need Medicine Too

By Robert E. Brady

WHAT is wrong with American country life?

The economic distress of the farmer, many would reply. But such an answer gives a very incomplete picture. It is in the field of public health that many rural communities are most backward. Ignorance and neglect are not always to blame for this situation; other causes are poverty, bad roads, and a lack of an official agency to carry out a consistent and coordinated program of preventive and palliative health measures.

Busy country doctors, with a large, scattered clientele, are often unable to cope with all the health problems constantly presenting themselves. No matter how sincere and enterprising these practitioners are in their endeavor to combat disease and to raise standards of sanitation, they are often handi-

Yakima County, Washington, in 1911 put a full-time medical man in charge of its health work—and started a nation-wide movement.

capped by lack of money, personnel, and all of the machinery of modern medicine.

Gallant efforts to supplement the work of country medical men in remote sections has long been made by private agencies. For example in one part of the hill country of the south where bridges are unknown, nurses on horseback ford swift streams to answer a call at sunrise or sunset. It may be from a helpless and distraught husband to come to the aid of his wife who alone and helpless is facing childbirth. The only doctor, perhaps thirty miles away, has been called elsewhere to look after an emergency case. With saddle bags packed with medical supplies, she follows the mountaineer over



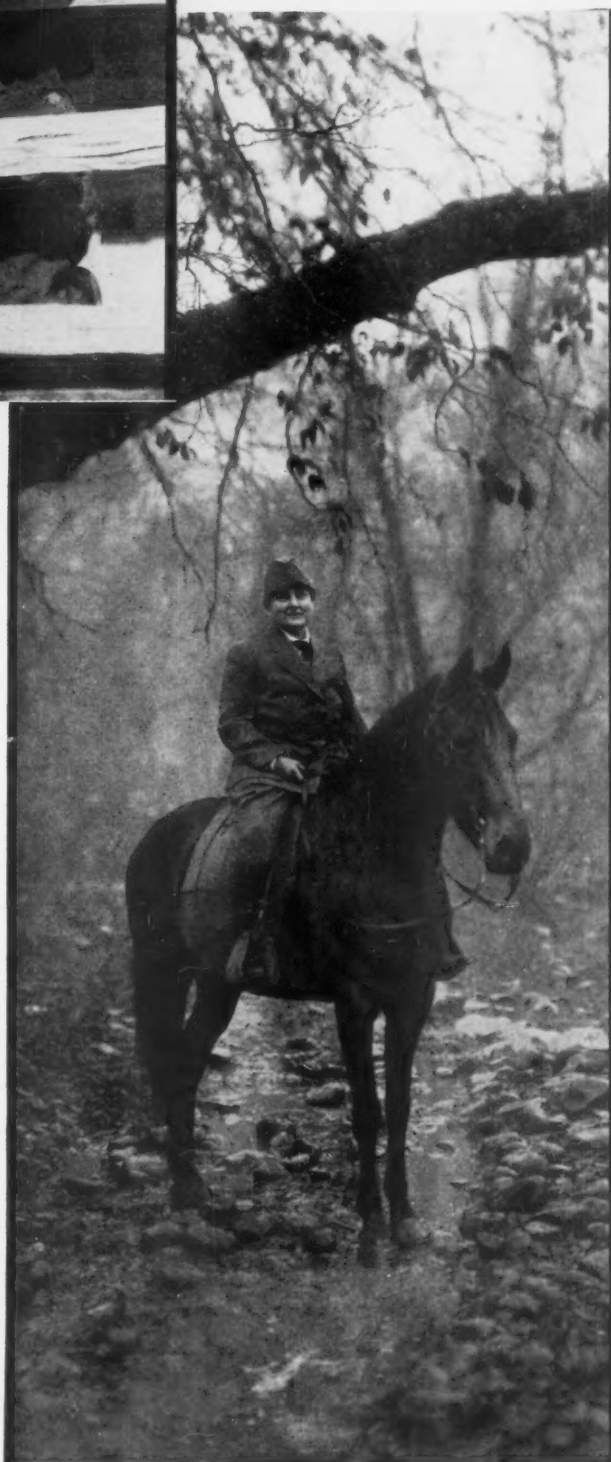
These fine youngsters live in a log cabin—but that doesn't mean they won't get the measles.

Six years ago Mrs. Mary Breckinridge had a bright idea. Result: The Frontier Nursing Service looking after the health of Kentucky mountain folk.

the long and difficult trail that leads to a cabin in the hills where the only light will be from the open fire on the rude hearth, and where two lives will be dependent on her resourcefulness and sagacity.

In days past, the only help in such an emergency was from some kindly, but ignorant and superstitious woman, some neighbor whose ministrations too often had dire results. In view of such conditions, still existent in certain sections of the country, it is small wonder that the United States for many years has had a maternity death rate comparable to that of the more backward countries of the world, a rate far greater than that of highly civilized and progressive nations of western Europe.

Yakima County, Washington, was the first county in the United States to establish a health department with a full-time man in charge. This was in 1911. From that time on the number of these county units throughout the country has gradually increased. In 1921, the New York legislature, acting on the recommendation of the late Dr. Hermann M. Biggs, state commissioner of health, registered the opinion, through permissive legislation to the county boards of supervisors, that the next step in providing effective protection for health in the rural parts of the state was the establishment of a local operating unit larger than the town or village. Two years later a law was passed promising financial aid to any coun-





There's romance and hard work—plenty of it—every day for these members of the Frontier Nursing Service. Twenty-eight mounted nurse-midwives are stationed at nine centers in the most mountainous part of Kentucky. Counties should have full-time health departments to cooperate with such agencies, says the author.

ty, not containing a city of 50,000 inhabitants, which should take advantage of the permissive legislation of 1921, to the extent of fifty per cent of all expenses incurred in a county-wide health program.

In other states, notably in the South, provision was made for the establishment of county health units with full-time personnel. The following table shows the number of such units in each state, as of January 1, 1931. (See map, page 42.)

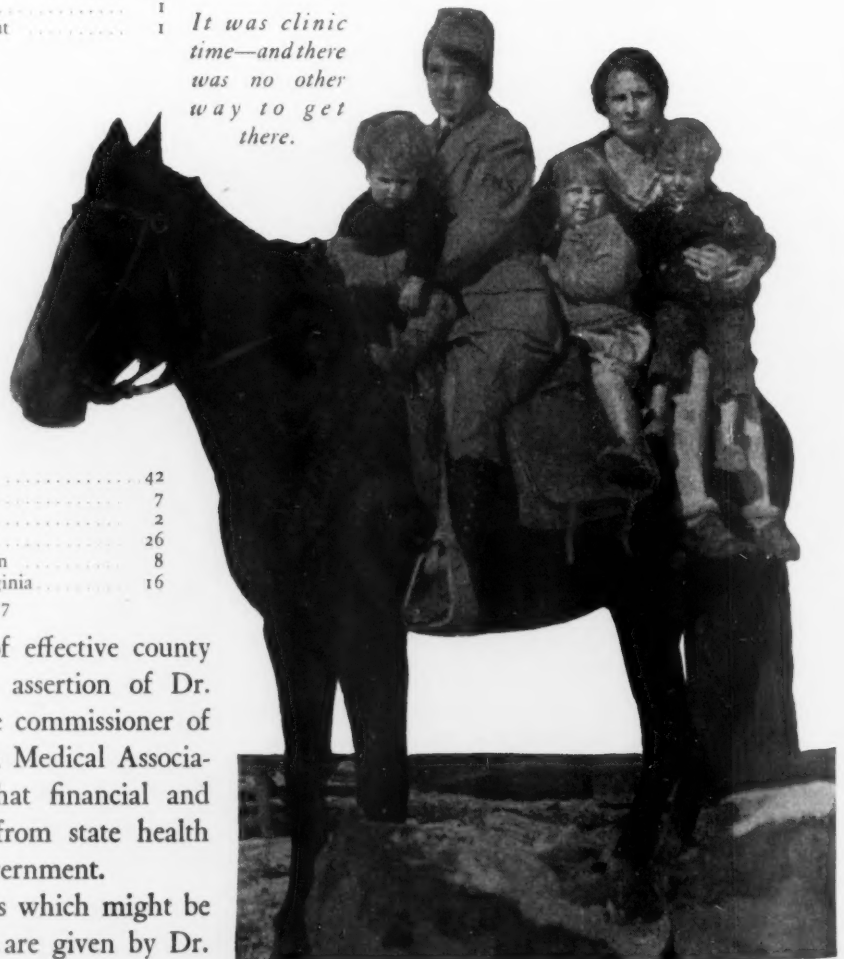
Alabama	54	California	13
Arizona	6	Colorado	1
Arkansas	24	Connecticut	1
Delaware	3		
Florida	3		
Georgia	39		
Idaho	1		
Illinois	2		
Iowa	2		
Kansas	12		
Minnesota	1		
Mississippi	28		
Missouri	13		
Montana	4		
New Mexico	8		
New York	4		
North Carolina	39		
Ohio	46		
Oklahoma	9		
Oregon	8		
Pennsylvania	3		
South Carolina	23		
South Dakota	1		
Kentucky	43	Tennessee	42
Louisiana	31	Texas	7
Maine	4	Utah	2
Maryland	14	Virginia	26
Massachusetts	1	Washington	8
Michigan	24	West Virginia	16
TOTAL..... 557			

The relatively small number of effective county health units gives point to the assertion of Dr. Thomas Parran, New York State commissioner of health, made before the Southern Medical Association meeting at Birmingham, that financial and technical assistance are needed from state health departments and the federal government.

Some indications of the benefits which might be expected from such coördination are given by Dr.

C. E. A. Winslow of Yale School of Medicine in his book "Health on the Farm and in the Village." In Cataraugus county, New York, the county department of health has for several years been aided by the state and by the Milbank Memorial Fund in a campaign against communicable diseases and for better health and sanitation. Statistics for the period 1923-1930 show an annual saving of five lives from diphtheria, twenty by the [Continued on page 42]

It was clinic time—and there was no other way to get there.





"You can lead a horse to the fountain but you cannot make him drink."

What's Ahead for the Retailer?

By Richard P. Chapman

Illustrations by Tony Sarg

MOST retailers at the present time feel sure they are in the worst business on earth; but in this pessimism they are not alone. Farmers have long been thoroughly "sold" on the idea that theirs is the most abused business of all. And the railroad men, the bankers, the manufacturers, and even the professions lag not far behind. Each group looks longingly at far-away pastures, certain they are greener.

But it is high time to shake off this "green pasture complex," to cease lamenting what is past. That is gone. The present demands attention. While economists may study the business situation in a detached sort of way it presents a critical problem of survival to the average merchant. He does not care so much why or how he arrived in his plight, but he is vitally concerned with ways of weathering the storm and charting his course to smoother waters.

The horns of the retailer's 1932 dilemma are these: increasing expenses and declining markets.

Actual expenses have not always increased, but a lower sales volume has produced the same effect. Even in cases where the volume shows an advance in items, the lowered unit prices have caused a shrinking in dollar volume. And though accounts were trimmed severely, they still caused an accelerated rate of expense which, in many businesses,

Tips from a successful merchant on dependable ways of dodging the reefs and shoals of falling markets and increasing expenses.

brought them to a point where they exceeded the margin and, therefore, produced a loss.

Coupled with all of this has been a rapidly declining market. It has been found physically impossible to turn stocks fast enough to balance the constantly falling prices. Many an article purchased to retail at a normal mark-up has been sold at cost or slightly above within sixty days of its purchase because of declining wholesale values. The careful merchant has seen his stock normally worth \$25,000 shrink to \$16,000 or \$17,000 even though his unit items were maintained. Some claim that these inventory losses are only paper losses, but they are very real to the man taking them, also to bankers loaning against the stock as collateral.

THESE conditions, considered by themselves, paint a gloomy—but interesting—picture. We have long heard that depressions follow good times, but it would be far better to reverse the idea, and hold the thought that good times always follow depressions. During times like these, foundations for future business progress are laid. It is certain that you cannot finish if you do not start. Equally true is it



"A severe depression is always a survival of the fittest. Looking at it in one way, this is a frightening thought, but from another angle, it should encourage..."

that a start must be accompanied by the absolute determination to win.

This is not theorizing. One large rubber company made 1931 the most profitable year in its history. A department store in Michigan increased both its sales and profits in 1931, despite the fact that it was located in the heart of the automobile-manufacturing district and was faced with closed factories and part-time payrolls. One coat manufacturer and his

entire force recently worked until nearly midnight filling orders. Not far away, on the same day, two other manufacturers in the same line declared, "Business is dead." A few theaters in New York are playing to capacity houses while many others are offering seats at half price. Some are closed.

In nearly every city one can find certain concerns holding their own and going forward, while others in a similar line are on financial rocks. The reasons

for these extremes are many and varied. Primarily they center in personal initiative. It makes no difference, whether you are merchandising mouse traps or party frocks, the man who can think of new ideas and new ways of presenting them is always in the lead.

There is an old Chinese adage which says, "Setting man must hold mouth open long time for roast goose to fly in." The sooner business men realize that truth, the better off we all will be. Many would be surprised at the results accomplished by devoting an extra hour to their business each day. At the moment, this time could be profitably spent in an intensive study of three major items—stock control, expense, and advertising. The merchant properly controlling these factors has little to fear from the future.

ONE small merchant recently discovered he had too much merchandise and not enough money. Proceeding in the usual manner, he marked the merchandise down and staged a sale, thus proclaiming to his customers that he had done a poor job of buying and must clean house. He even went further and proved the point by listing eleven different brands of sheets, all in one size. Now, one need not be a merchandise man to know that no medium-sized store can carry eleven brands and hope to market them profitably. Proper stock control would have prevented this situation.

A check of sales in almost any firm will show that seventy to eighty per cent of the business is done in two or three price lines. Beyond these groups we nearly always find the surplus stocks. These stocks cause the overbought difficulties which force the starving of the main price lines. This in turn brings a loss of sales, goodwill, and profits.

Every business needs a basic planned stock for the bulk of its permanent investment. Seasonable and promotional merchandise can be added to this stock, according to plans laid in advance but it need not

affect the basic stock except at stated intervals. This plan can be worked with all departments except strictly style merchandise, and even these to a large extent. For example, a dress department should always have black dresses in a complete size range and at least two price ranges. Confining the bulk of the stock to the main selling ranges does not mean we should overlook prestige merchandise. This is a very valuable selling help to our other ranges, but should be held to five or not more than ten per cent of the stock.

Stock control can be maintained by perpetual inventory or by keeping merchandise records according to price groups. Where [Continued on page 46]





Photos: (above) J. Burgess Watt, Hobart; (below) Wide World



This Month We Honor—

ERNEST E. UNWIN (top left), of Hobart, Tasmania, because of distinguished service in the interpreting of the deeper significance of the Rotary movement to Australians. He is president of the Hobart club, and principal and headmaster of the Friend's School of that city.

DR. KARL OSKAR BERTLING (top right), because for twenty years, in his capacity as director of the Amerika-Institut, he has been instrumental in strengthening intellectual ties between Germany and the Americas; because he has taken an active part in the work of the Berlin Rotary Club.

JEAN BOROTRA (left), new member of the Paris Rotary Club, because wherever tennis is played he is respected not only as a player of the first rank, but as a dynamic disciple of the finest traditions of the creed known as "playing the game"; because as a frequent representative of France in the Davis Cup and other international competitions, he has helped engender wholesome understanding among sportsmen of many lands; because, as a distributor of gasoline he has achieved an unusual business success.

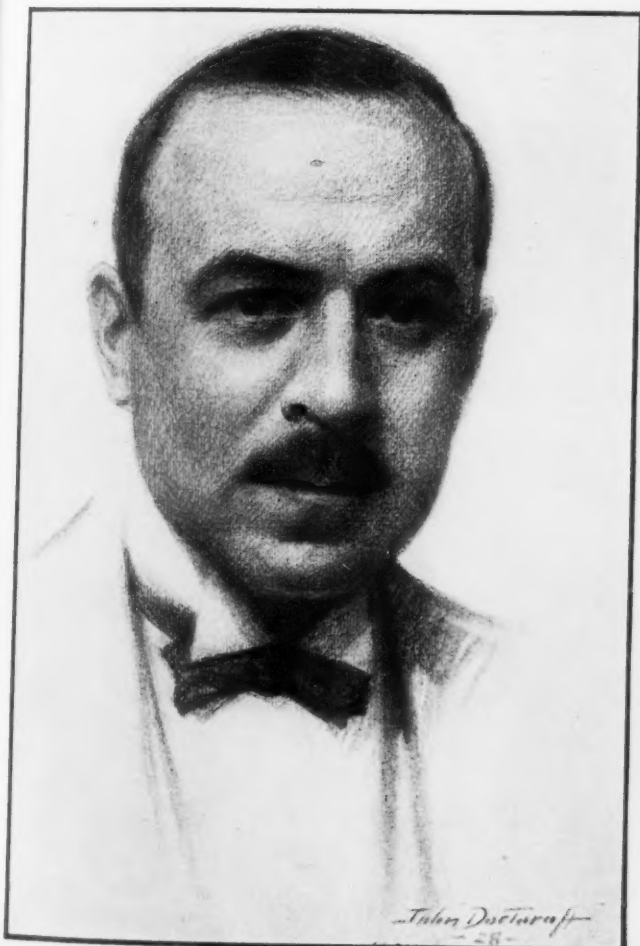
DR. FRIEDRICH BERGIUS (right), member of the Heidelberg Rotary Club, because to him and to Dr. Karl Bosch has been jointly awarded the Nobel prize in chemistry, recognition of his development of practical methods in high pressures. Dr. Bergius devoted eighteen years to research resulting in the liquefaction of coal. He is now studying the possibilities of extracting sugar from wood.

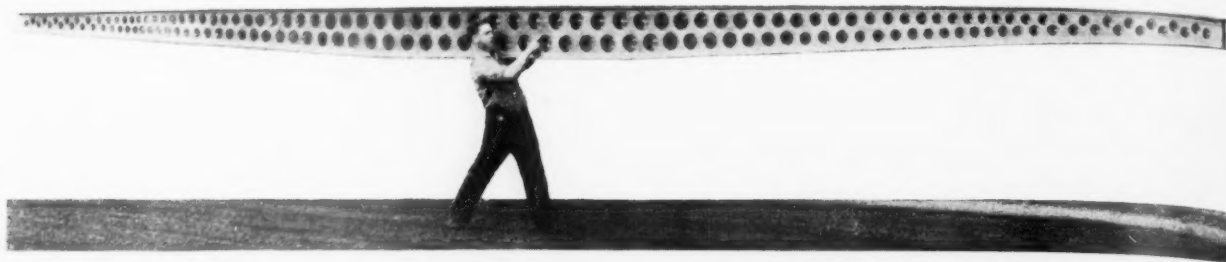
DR. LOUIS L. MANN (lower left), Rotarian, because as rabbi of Chicago's Sinai Temple, his outspoken views on moral and social questions have made him a leader among progressive thinkers of this mid-continent metropolis; because his scholarship is attested by professorial connections at Yale and Chicago universities; because the French government has honored him with the title, "officer of the academy."

JAMES R. BEVERLEY (lower right), because as the newly appointed governor of Porto Rico he brings to his task a fine background including educational training at the University of Texas, military service, and legal experience in Texas and in Porto Rico, where he was attorney general; because he is actively concerned with making Rotary a constructive force in the island of which he is now the governmental head.



Photo (above): © Transocean, Berlin





This 35-foot beam resembles aluminum, yet is but two-thirds as heavy. It is less than one-fourth as heavy as steel, one-fifth as heavy as brass—and but slightly heavier than wood.

The Search for New Alloys

By Leland D. Case

IF a bristle-chinned squint-eyed Nevada prospector after thirty or forty dreary years should one day strike it rich, very rich, that would interest most of us.

If the old prospector found not the precious yellow stuff, but an absolutely new metal, one that because of extreme lightness and toughness may worry entrenched industries and perhaps revolutionize important manufactures, that would be news of a caliber to set cables humming between New York and London, San Francisco and Tokyo.

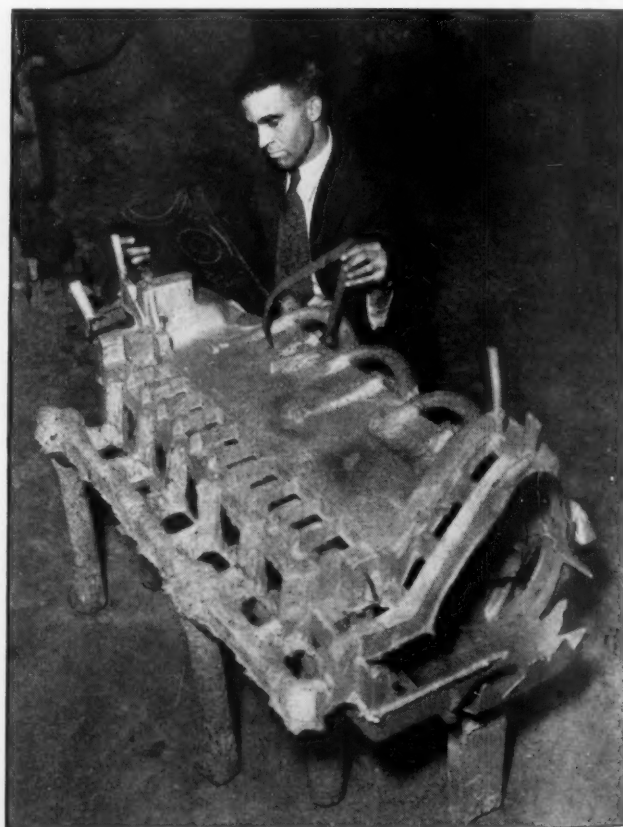
And yet, such a metal has been found, is, in fact, now on the market. No picturesque prospector enters the drama of its discovery, and the stage settings are not in the glam'rous West. Serious, be-spectacled chemists are the dramatis personae, and the scenery is that of unromantic research laboratories. The metal is not found in nature, but is a man-made material. The addition of small but definite amounts of a number of other metals gives what is known to metallurgists as magnesium alloys,—to the trade as Dowmetal.

Dowmetal is the lightest of all metals commercially available. In appearance it resembles aluminum, yet it is but two-thirds as heavy. It is less than a fourth as heavy as steel, a fifth as heavy as brass—and but slightly heavier than wood. Five types of Dowmetal are on the market, offering a combination of tensile strength,

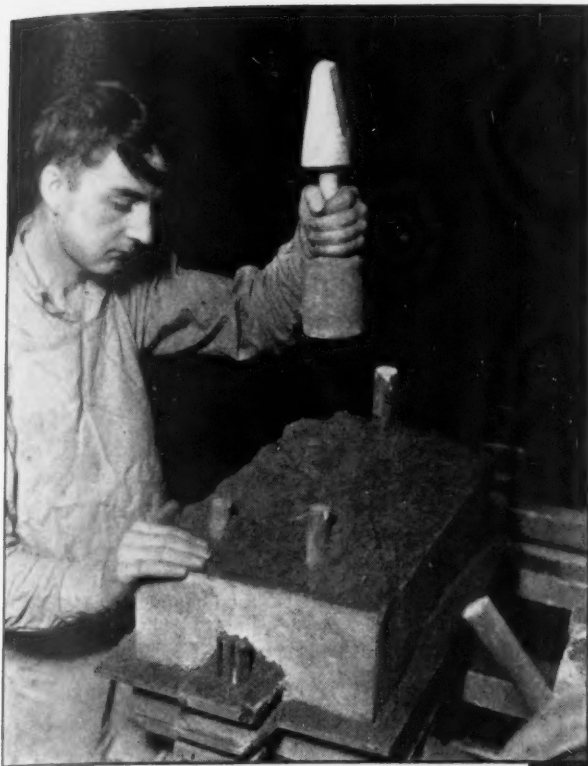
The spirit of adventure among men of research in industrial laboratories is revolutionizing many present-day methods.

fatigue resistance, and other properties demanded by industry.

It is easy, perhaps, to over-estimate the importance of this newest competitor in the metal world. And, say the conservative ones, it will take many years for magnesium alloy to displace the better known metals in an appreciable degree. Industry, they say,



Castings are carefully checked and rechecked by inspectors for accuracy of dimensions as well as for freedom from flaws.



pounds, Epsom salts, deriving the name from the mineral springs at Epsom, England, is magnesium sulphate— MgSO_4 . But pure magnesium as Bussy, a Frenchman, proved by reducing magnesium chloride just 102 years ago, is a white metal.

When finely divided, magnesium burns with a brilliant light and was much in demand during the war for signal flares and star shells to light up No Man's land. Up to that time Germany had produced most of the world's magnesium metal from its famous Strassfurt deposits, but with that source shut off from the United States, alert chemists in Michigan developed a method of extracting magnesium from bitters pumped from brine wells.

THE war and its unusual economic demands are past, but magnesium research has gone steadily ahead. The I. G. Farbenindustrie A. G., in Germany, is still the world's greatest producer of mag-

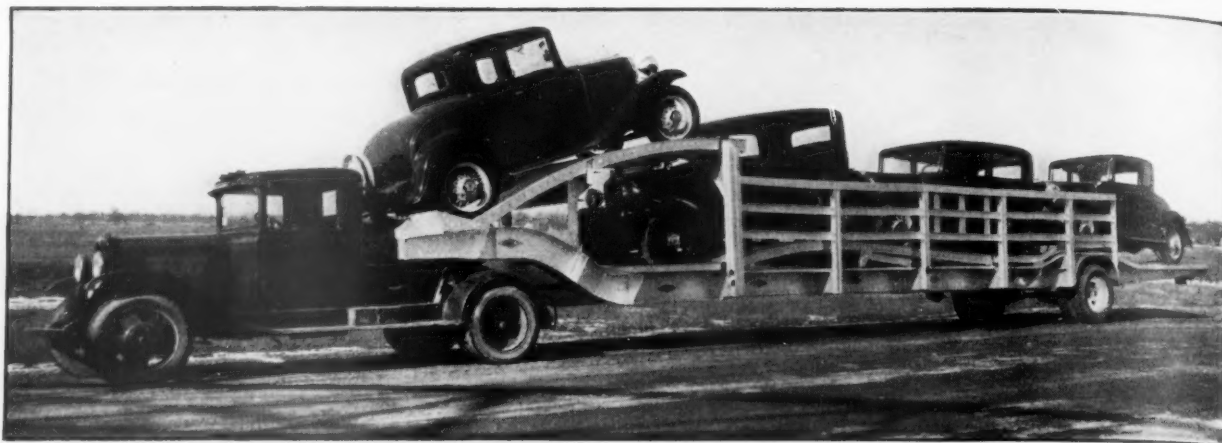
lags twenty-five years behind science, all of which *has* been true. It took thirty years for aluminum alloys even to be considered as a material for railway coaches.

Dowmetal actively entered the market less than five years ago, but already there is a buzzing of interest along gasoline alley that echoes in circles that fabricate iron and steel, copper and brass, aluminum and nickel. Airplane manufacturers were using magnesium alloys—twenty pounds to the plane in 1931. A truck-trailer built of it was fifty per cent lighter than one built of steel. And Dame Rumor has it that several well-known automobile manufacturers are making a serious study of the various applications of this ultra-light metal in their industry.

To most people, magnesium means an ingredient for tooth paste; and so it is in one of its chemical disguises. Another of its com-

The workman with the "potato masher" prepares a sand-mold. He will withdraw the protruding pegs thus providing openings through which the molten metal enters the mold and also cavities which when filled with the liquid metal exert a pressure on the casting and thus counteracts shrinkage. The next two steps in the process are shown at right, the ladling of the metal and the pouring of it into the mold.





The framework of an automobile-truck trailer entirely constructed of magnesium alloy, save for springs, rear axle, wheels, and king pin. This weighs but 4,180 pounds, whereas the same size steel trailer weighed 8,700 pounds.

nesium, marketed as "elektron" alloys, whereas the Dow Chemical Company, at Midland, Michigan, now ranks second in the world's production and has given to its product the name now popularly adopted.

Geologists say retreating glaciers millenia ago trapped immense quantities of salt water, now 1400 feet in sandstone under the plains of central Michigan. The brackish liquid is pumped to the surface as though it were oil.

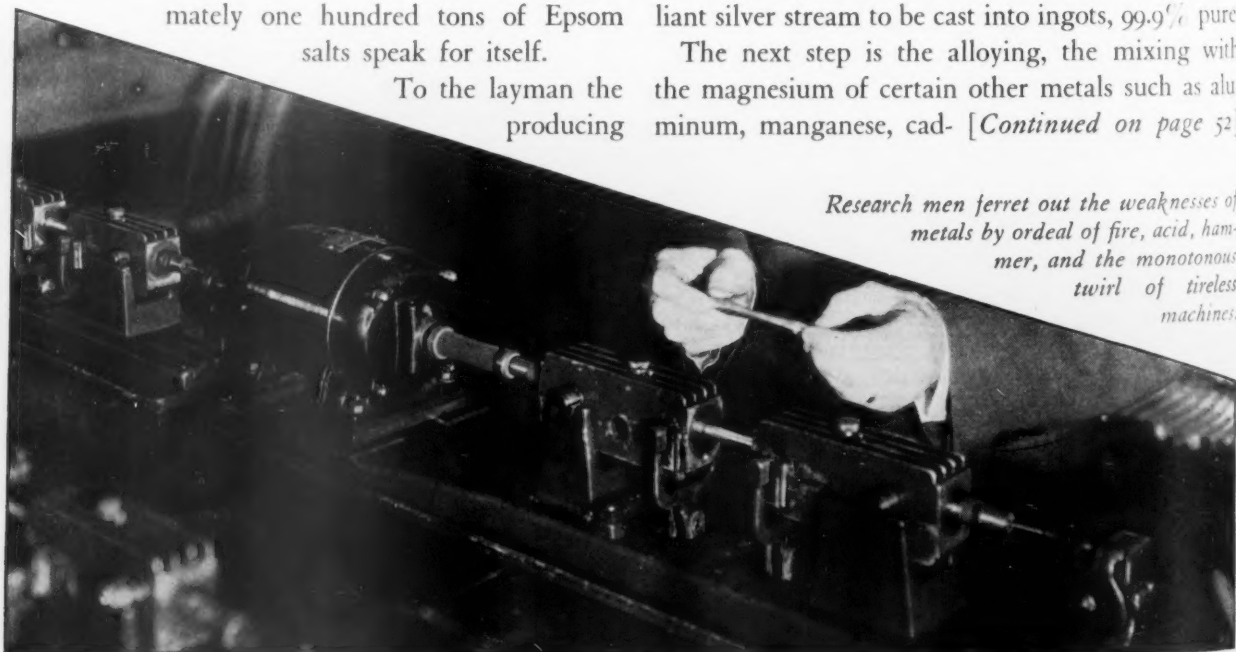
The brine residue contains chlorides and bromides of calcium, sodium, and magnesium. Each contributes to the Dow Company's list of 150 chemical products which range from chloroform, insecticides and aspirin to road-surfacing materials. Let the fact that the Dow plant produces every day approximately one hundred tons of Epsom salts speak for itself.

To the layman the producing

of metal from salt water sounds, as he might well put it, a bit fishy. But when Dr. John A. Gann, Dow metallurgist, explains it, the process becomes relatively simple. The brine is pumped to a central plant where, under heat and pressure and chemical action, the water is evaporated, and the common salt (14%), calcium chloride (9%), magnesium chloride (3%), and the bromide (0.15%) are separated.

THE magnesium chloride, a white crystalline substance, having been thoroughly dried, is fed into a large steel vat. Intense heat melts the material and an electric current is passed through it, decomposing it into gaseous chlorine, which is piped away, and magnesium metal which is drawn off in a brilliant silver stream to be cast into ingots, 99.9% pure.

The next step is the alloying, the mixing with the magnesium of certain other metals such as aluminum, manganese, cad- [Continued on page 52]



Research men ferret out the weaknesses of metals by ordeal of fire, acid, hammer, and the monotonous twirl of tireless machines.

Let's Talk About Our Health

By Major Wm. E. Brougher

SERVICE club programs can have only about three general objects: to entertain, to inspire, or to instruct. A successful program may do any one of these three things. However, the ideal and well-balanced program will share all three of these objects in a pleasing and helpful combination.

Six years' observation as a Rotarian, including experience as chairman of a program committee and president of a club, membership in a small and large club and opportunity to visit many others, has forced the conclusion that club programs are long on entertainment and inspiration and short on real instructional value. In medium size and small clubs, particularly, those responsible for planning weekly luncheon programs are hard pressed to find program material that will hold the interest of members and convey valuable information or helpful instruction at the same time.

At a district conference of presidents and secretaries held in New Orleans a year or two ago, the point was made in discussion that the Rotary clubs in certain cities are not holding the strongest representatives of certain important classifications, particularly lawyers, doctors, bankers, and leading business men. Many presidents and secretaries admitted that the "turn-over" in their clubs presented a disturbing problem; that many of the best men in their respective cities were "former Rotarians."

In discussing this problem, it was generally agreed that one of the principal reasons for the loss of many excellent members lies in the rather general failure to make the weekly luncheon programs vitally worthwhile to the busy man.

Referring again to the three general objects of luncheon programs, it has been observed that as an entertainment enterprise, the club program usually leaves something to be desired by comparison with the offerings of professional amusement agencies. On the other hand, many modern business and professional men, especially those of the alert, intelligent type referred to above, receive the well-meant inspirational effort of the average luncheon club speaker with a mixture of kindly tolerance and mild

Better club programs will keep the Rotary wheel from wobbling, believes the author. He gives practical suggestions on how to do it.

cynicism. So, it is in the field of worthwhile, beneficial enlightenment and instruction that the club program must expect to make its most effective appeal to the abiding interest of the members. Herein, plus the opportunity for fellowship, lies Rotary's strength.

Realizing the truth and importance of these observations, the board of directors of the Rotary Club of Baton Rouge, Louisiana, decided to try an experiment outside of the usual limits of Rotary interest, strictly speaking, and conduct a series of programs on "Personal Health."

THERE is no subject of more vital interest and importance to the average man or the average Rotarian than his own health. Probably there is no greater economic and social loss than that sustained as a result of preventable disease and untimely mortality among useful citizens. Certainly there is no greater calamity that can befall the busy man, surcharged with a love for life and living, than a permanent loss or serious impairment of health.

But agreed that the idea was good, how should we carry it out?

A special committee was put in charge of preparing and presenting the programs. The writer, having suggested the idea, was made chairman. On the committee also were a doctor, a dentist, a preacher, a life-insurance man, and a Y.M.C.A. secretary. All were directly interested in the subject.

The programs were planned under two general heads: Physical Health (two programs); and Mental Health (one program).

The following is a brief outline of the programs as finally presented: *Physical Health*: The subject was subdivided into two parts: (a) building physical vitality, and (b) prevention and treatment of disease. A separate program was allotted to the subdivision of the subject, a different chairman in charge of each. Here are the outlines: [Continued on page 44]

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Editorial Comment

Score One for Bad Times

IT IS gratifying to learn that the early demand for literature on Boys' Week surpasses that of any previous year. This augurs most favorably for a wide observance throughout the United States of what has been aptly called a "seven-day spotlight on boys," April 30 to May 7. Many communities that heretofore have given the event no attention will this year have a full program, ranging from "loyalty day" to "out-of-doors day."

Why should Boys' Week be more widely observed in 1932 than ever before? S. Kendrick Guernsey, secretary of the committee for the United States, offers the explanation that "prevailing economic conditions have had a tendency to make people community conscious." He adds, "Adults are realizing that it is necessary to devote more time to the training of youth if the world is to be saved from constant repetition of conditions such as it has recently experienced."

It is to be fervently hoped that Mr. Guernsey is correctly interpreting the times. The economic depression has enough black marks against it. One could be almost persuaded to forget some of them if from the unhappiness, the uncertainty, and the bewilderment of the moment emerges a close-knit civic consciousness of responsibility to and for the generation now in its youth.

A Tip from Dayton

FIFTEEN men thirty-five years of age or younger, members of the Dayton, Ohio, Rotary Club, have initiated a plan that might well be the beginning of a widespread movement within and without Rotary ranks. It is a series of ten weekly open forums devoted to serious study of such current economic problems as banking, new financial remedies, stabili-

zation of industry, investments, and international trade relations.

Each session is opened by a professor from a nearby university, who has given special study to the problem at hand. His more or less formal talk is followed by general discussion. Questions from the floor are encouraged. Attendance was at first limited to one hundred men, each of whom paid the nominal two-dollar enrollment fee, but interest in the venture was so pronounced at the outset that the registration limit was extended to one hundred and fifty.

"This project," writes Sherwood P. Snyder, president of the Dayton Rotary Club, "developed out of the observation that present business leadership has proved deficient in many respects. Those who seem destined to have obligations of future civic leadership should be preparing *now* for the straight thinking and sound procedure that will alleviate or avoid such economic disturbances as have lately beset us. The purpose of the open forums is to examine the economic problems of our day in a dispassionate way."

Dayton Rotary is to be congratulated upon the foresight and uncommon common-sense of its leadership.

Schools and Unemployment

WITH cap-and-gown month but a turn of the calendar pad away, school problems soon will hold the conversational spotlight in many a home forum. And foremost among the problems to be discussed will be that of the new graduate, "Shall I go on"—to high school, to prep' school, to college, to graduate school? Financial conditions will preclude further formal education for many, but probably that number is not so large as might be supposed. Loans, part-time employment, and night schools often can be made to provide the way where there is a will.

Certainly if it is humanly possible, young graduates should continue their training. Even were times normal, the increased working period of adults that a longer life-span has given them, would make the early participation of youth in business less socially desirable than in the days of their grandfathers. Today, with unemployment widespread, the importance of a longer training period for young men and young women becomes urgent.

The argument for further education need not, however, be confined to such abstract grounds. Not only are the probabilities high that the new graduate will have difficulty in securing a position, but the odds are that if a job is obtained it will be one without a future and at a painfully low wage. The wise boy and girl will, wherever financially possible, continue the training which, when economic conditions are on the upswing, enable them to compete on a favorable basis for positions of the better type.

That a community may displace the customary indifference to the problem with a clearly defined understanding of the issues at stake is proved by Atlanta, Georgia. There the business and professional men, working through service clubs, joined with educational authorities in a back-to-school campaign. The question was brought squarely to the attention of parents and their sons and daughters. The result was that high-school enrollment for the current year increased by 1,400, or twelve per cent, over that of last year.

The Program Problem

“WHAT do the people want?” Answers to that question are sought by newspapers, politicians, storekeepers—and chairmen of Rotary club program committees. At Jackson, Michigan, the program chairman, borrowing a leaf from the statistician’s manual, has had outstanding success with a questionnaire. It asks each member to list the five programs of the past year he liked best and to make five suggestions for the year ahead.

One question elicits the preference for the type of meeting thought most interesting: speaker, pictures, dramatics, music, debate, special entertainers, open discussions. Next is an inquiry as to the type of speakers preferred: a local Rotarian, other local men, outside speakers, women—and others.

The questionnaire pursues this point further. The Rotarian is requested to indicate his personal liking

for “type of speeches.” Under this are listed: humorous, Rotarian principles, inspirational talks, and informational talks. Under the latter heading are given these subjects: business and industry, governmental problems, international relations, religion, education, race problems.

The experiment at Jackson indicates that Rotarians there prefer varied programs at their weekly sessions. The best drawing-card seems to be a well-informed outside speaker, and yet members like to hear men from within their own ranks give occasional talks. Humor, it may be surprising to learn, ranks second to talks on “Rotarian principles.” International relations is also a topic of general interest.

While it would be a mistake to assume that a mere questionnaire will solve the problem of making weekly meetings interesting, yet it does give to the program chairman a definite consensus of the likes and dislikes of the men who listen and observe. Furthermore, by providing them with an opportunity to express themselves, it spreads among the members a feeling of responsibility for a program’s success. All in all, the Jackson idea seems to be a good one.

Don't Forget Hawaii

NEWS emanating from the Orient brings daily confirmation of Captain Robert Dollar’s recent assertion in these columns that the Pacific area is of ascending importance to the world, and it likewise lends additional persuasiveness to the invitation of Hawaii Rotarians to attend the Fourth Pacific Rotary Conference at Honolulu June 12 to 14. The dates have been so arranged that delegates may proceed with comfort from this gathering to the convention of Rotary International at Seattle which opens on June 20.

The advance agenda of the Honolulu meeting bears evidence that thoughtful attention will be given to those problems bearing vitally upon prosperity, goodwill, and peaceful relations among nations. The thorny matter of international tariff barriers will be discussed, and consideration also given to disarmament and improved communication.

Rotarians and their families planning to attend the Seattle convention are being offered an unusual variety of *pre* and *post* tours, excursions, and entertainments. All of them have their points of especial appeal, but in working out June itineraries, it would be a mistake not to give to the Honolulu conference careful consideration.

Rotarian Fathers and Sons in Buffalo

A FRIENDLY critic of Boys' Week once commented that it comes, it goes, and its message of comradeship is soon forgotten. If he were to visit the Rotary Club of Buffalo, New York, he would learn that his criticism *need* not be true, for here is a group of fifteen men who have kept ideal father-son relationships alive through Rotary fellowship.

It is true that Boys' Week is a special week set aside to focus attention of the elder generation on youth. It is equally true that Boys' Week will have failed if its spirit ceases when the seven days are up. Rotarians, generally speaking, do understand that, and that is one reason why Rotarian-fathers in many clubs are properly desirous of perpetuating understanding relations with their sons in the mature fulfillment represented by membership in Rotary.

Clubs derive strength and stability by having fathers and sons on their rolls, for who is better fitted to become a Rotarian than a boy who has learned to respect Rotary as he has seen it lived at home and on the street by his father?

The practical question of granting membership

to two members of a family is not so difficult as it often appears to be. If the son is in a different profession or business than the father, the usual classification provisions obtain. Often, however, the younger man has the same vocation as the parent, but even here the problem is not insoluble. Assuming that the father is still active, and therefore not eligible for a past service membership, the son may be brought into full relations with the club on an additional active membership basis.

The standard club constitution prescribed by Rotary International provides that: "Any active member . . . may propose for and the club may elect to active membership one additional man from the concern or establishment with which the proposer is connected, whose classification shall be the same as that of the proposer. The qualifications of such additional members shall be those required for active membership."

Buffalo Rotary, as examination of the following list will show, has found the additional active membership markedly helpful in gaining strength and in realizing the natural desire of fathers and sons to continue in Rotary the reciprocal comradeship of other days.

Top row—Edward B. Magee* and Charles D. Magee (boiler-manufacturing and repairing).

Second row—Ralph G. Butler and Bert Butler (wall paper-retailing).

Third row—Kenneth H. Bixby (employment service) and Fred G. Bixby (watches-retailing).

Fourth row—Christopher G. Grauer and Otto C. Grauer* (books-retailing).

Fifth row—Newell L. Nussbaumer* (highway engineering) and J. George Nussbaumer (photography).

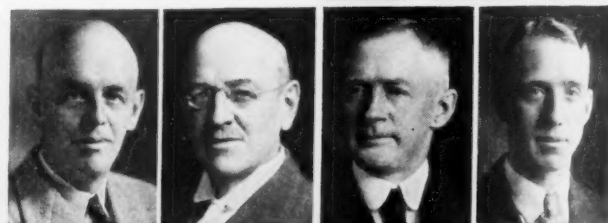
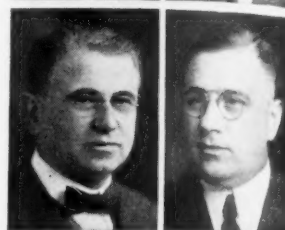
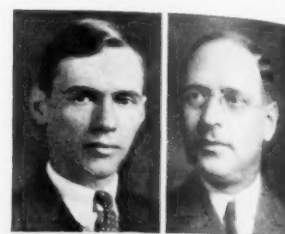
Sixth row—Alfred M. Roberts and John T. Roberts* (land development-suburban); Lyman D. Walrath and Whitney T. Walrath (brick manufacturing-common).

Seventh row—Avery C. Wolfe and Milton G. Wolfe* (ornamental iron-manufacturing); Charles P. Rogers and J. Frederick

Rogers (steel and heavy hardware); Caryl H. Newell (health and accident insurance) and Edward J. Newell (past service); Carson H. Maltby and William C. Maltby (stone cutting).

Eighth row—John D. Larkin, Jr. (honorary) and John D. Larkin III (mail order-retailing); Fred Brennisen and Fred D. Brennisen (fruit and vegetables-distributing); Clark W. Hurd (wholesale softwood lumber) and Bradley J. Hurd* (lumber softwood-retailing); Ray W. Jones and Arthur W. Jones* (milk-retailing).

All photos indicated by asterisk from J. George Nussbaumer



Our Readers' Open Forum

Letters are invited from readers offering comments upon articles, setting forth new viewpoints on Rotary problems. They should be as brief as possible.

"Drivel"

To the Editor:

I had hoped that I should not be fronted in the pages of THE ROTARIAN with the drivel that compares the present "depression" with the panics of 37-57-73-93-07, et al, but here it is on page 15 of the April issue. The cartoon is no compliment to the more balanced utterance of the writer. He seems to know that we cannot expand under the capitalistic system on a pyramiding profit system without toppling.

We as Rotarians should sternly set our faces against any further debauches and demand a systematic ordering and planning of industry that will insure stability in every department of our economic life. Will the Convention at Seattle grapple with the problem?

DR. WALTER HENRY MACPHERSON
Joliet, Illinois.

"Striking"

To the Editor:

I think the general improvement in the magazine for the last few months is very striking. Unlike every other organization magazine it has found the way of submerging to a considerable extent the laudation of its own organization without impairing its efficiency and it covers so much in way of travel and other interesting items that it is interesting reading to everybody whether they belong to Rotary or not. I make it a practice to take my magazine, after Mrs. Wright and I have read it, to the reading table of the University Club where I see someone reading it quite frequently with apparent interest.

H. P. WRIGHT
Kansas City, Mo.

"Mighty Able"

To the Editor:

Thanks for your mighty able (to my mind) editorial, "A Rotary Discovery" in the February issue. It fits exactly my sentiments.

WALTER METZNER
St. Helena, California.

"Splendid Medicine"

To the Editor:

Last night I spent two very happy hours reading the March number of THE ROTARIAN. I congratulate you on this most splendid inspiring copy of the periodical. Being a school superintendent, naturally, I read and thought and drew my conclusions through the eyes of a school man, but this March ROTARIAN is a genuine contribution towards the uplift of men in every walk of life. There is real pep and buoyancy and glow and grip in every page.

I would like to grip the hand of James C. Pohlman and thank him for that page of classic truth under the heading "Consider the Sparrow," and what a beautiful picture of Rotary in action is given by Floyd Starr in "There Are No Bad Boys." Certainly, everyone should read "Courage Under Fire." Thanks to James E. Shelton for that impetus in our fight against

depression. And everything else in this March number is literature for the times. It is a great number, and I wish a million copies and more could go into the hands of a million men and more who need this splendid medicine for the mind and grip to carry on.

JOHN RUNDLE
President, The Rotary Club
Grenada, Mississippi.

"Way Ahead"

To the Editor:

I believe THE ROTARIAN is way ahead of any club magazine that I know about. It is very readable and interesting and I hope you can keep it up to its present high standard.

WILLIAM B. WALTER
President, The Rotary Club
Beatrice, Nebraska.

Textbooks on Esperanto

To the Editor:

I am sure that there are many readers of THE ROTARIAN who would be interested in looking into the international language Esperanto. All the great international associations, including over 400 chambers of commerce, and many local Rotary clubs, have endorsed the teaching and use of Esperanto.

In order to give this opportunity, the Esperanto Foundation of Madison, Wisconsin, will give away free of charge one thousand small textbooks containing the whole grammar of Esperanto, some exercises, a vocabulary of 3,000 words, a portion of the Bible, a copy of a speech on Esperanto by a Rotarian and other literature of the movement, to the first thousand persons who send in their name, address, and six cents in postage to cover mailing.

GLENN P. TURNER
Director, Esperanto Foundation
Sherlock Hotel Building,
Madison, Wisconsin.

"Mis-Statement"

To the Editor:

Allow us to make reference to a mis-statement made in a recent ROTARIAN. With all due deference to that valuable paper, we think it necessary to record that it was to Rotarians M. A. Gabriel and T. F. H. Kemp that the inception of this club was due. The idea was mooted by Dr. Gabriel and Mr. Kemp during the visit of Commissioner Davidson, following a dinner in Kuala Lumpur. The club was started with the active co-operation of Dr. Ansley-Young, who was also elected first president. To use the words of Rotarian Goh Hock Huat at the last installation dinner meeting: "Past-president Ansley-Young worked hard and it is due to his great ability and indefatigable energy that this club is what it is today." A better selection than Dr. Ansley-Young could not have been made, and much as we disclaim the epithet "mutual admiration," facts are facts.

MR. V. HESSE
Klang and Coast, Federated Malay States.

Old-Age Pensions

To the Editor:

My own reaction to your interview with Herbert Schofield, is that it is necessary to make a long-range plan for any old-age pension scheme or any unemployment insurance plan, and that in the long run the success will depend upon the previous stage, namely, the solution of the business cycle. It strikes me that any attempt to aim at the old-age pension or unemployment insurance presupposes a stability in the money system that never yet has existed. The place of attack therefore lies in a stable money system.

ERNEST H. HAHNE
Professor of Economics,
Northwestern University
Evanston, Illinois.

George Eliot Fellowship

To the Editor:

In this town of Nuneaton (Warwickshire), the birthplace of George Eliot, we have now succeeded in establishing a George Eliot Fellowship, and there are indications that it is going to be one of the town's most important institutions.

The idea originated from the friendly associations of the Nuneaton Rotary Club, and a number of the Rotarians are members of the Fellowship.

We have faith enough to believe that the bounds of the Fellowship should be as wide as to include all English-speaking people at least.

I am asking the editor of "The Rotary Wheel" to publish an invitation to British Rotarians to ascertain if you will be kind enough to assist us to get into touch with American Rotary friends, either by way of a message in your Official Journal, or by any suggestions join the fellowship, and I now approach you through the post.

A. H. MOORE
Secretary, The George Eliot Fellowship
Nuneaton, England

Hawaii Bound

To the Editor:

Having just learned that a number of Eastern Rotarians are planning a trip to Hawaii after the Seattle Convention, may I inform them through your publication, before their plans are perfected, of the pre-convention Rotary tour to Hawaii?

We sail from San Francisco June 3; Los Angeles June 4, on the new luxurious Matson steamship "Monterey," arriving at Honolulu June 9. June 12 to 14 the Fourth Pacific Rotary Conference will be held in Honolulu, affording a splendid opportunity to meet delegates from New Zealand, Australia, China, Japan, and other Pacific countries. We leave Honolulu June 15 on the palatial Matson steamer "Malolo," arriving in Seattle in time for the opening of the Convention on the 21st.

A very low rate for the round trip has been granted.

Will all persons interested please send name and address at once to the undersigned that

information and further details may be sent to them?

W. C. MCGONAGLE
Representative of Honolulu Club For
Fourth Pacific Rotary Conference
Room 207, 215 Market Street
San Francisco, California.

Peace Psychology

To the Editor:

Inasmuch as our Rotary president, when recently over here, stressed the great importance of Rotary expressing its sentiments in favor of disarmament in connection with the Geneva International Conference, we, the members of the Norwalk Rotary Club, suggest that Rotary International petition the President of the United States to change the name of the War Office Department to that of Peace Maintenance Office Department, feeling that the psychology of such a change in the name of that department will have a greater tendency toward International Peace.

FRANK GOODCHILD
South Norwalk, Connecticut.

"Girbo's."

To the Editor:

Today, I think the most valuable work Rotary could possibly do, would be to develop individualism—to endeavour to instill in fathers and mothers the idea that theirs is the responsibility for the physical and mental training and education of their children. Passing the responsibility over to Governments, politicians, educationalists, and various organizations is a mistake. As assistants they are valuable, as substitutes they are not. The clubroom, and other social meeting-places are, in my opinion, but poor substitutes for the home.

Personally, I would much rather see a hundred Rotarians invite a hundred boys and girls into their homes for a holiday than subscribe so many dollars per head to send them to camp. Camps I admit, are desirable, and, in some cases, necessary. They do much good, but the home is the best place to train a boy or a girl. A good home is the best place to invite a boy or a girl to visit. I would rather see a man make less money and spend more time with his boy or girl—his golf game go off, and his knowledge of the boy or girl improve. A mother would be worth more if she was a poor bridge player, but a real top-notch at playing with the kids.

The idea of working hard all your life with the object of leaving those dependent upon you a fortune is the poorest of all. America has coined many new words. I would like America to coin one more—"girbo," meaning girl and boy. A boy is only half of the whole. We men think more, talk more, of the boy than of the girl. A boy may be the "father of the man" but the girl is the mother of the father and the woman. On her as much as on the man depends the future of the race.

We think more of the spectacular than of the practical. We worship the hero who faces danger and the man who leaves home to discover this or that. We honour the professor who devotes his life to studying infinite space even though he neglects his "girbos."

Radium is not the most valuable material in the world. Hundreds of men throughout the universe are devoting their time and money in an endeavour to capture the mighty atom and smash it, to learn the secrets of its hidden power, use it to drive our engines, develop heat, light, and power, control the universe by its

influence—but the atom is nothing compared with "girbos." On "girbos" depend the future of the universe.

A. J. HUTCHINSON
Auckland, New Zealand.

Private Ownership

To the Editor:

In every Rotary club, with few exceptions, the electric light and power classification is filled by an executive of some electric light and power company who is striving to embrace the Rotary ideal of service. He has the same struggle that every Rotarian meets, the wrestle with himself, the combat with early notions; but he strives toward the same goal of Rotary achievement. His business refines in the same Rotary smelter. Service is his watchword. In no other business does there come so many opportunities to serve. The whole electric light and power industry is actuated by the highest ideals of service.

Unlike the representative of any other classification, he stands alone in his community, in most instances there being no competitive concern in the community. The executives of companies serving other communities whom he meets at trade association gatherings are likely members of Rotary clubs in their communities. Rotary seed, then, finds fertile soil at these meetings. These field executives of the power industry are dominant factors in shaping the policy and practices of the industry, although in many cases they have no financial interest in the firms they are employed by.

The industry, in order to carry on must secure permits to use public property. These permits are given in the form of franchises. So uneasy is the public regarding the industry that the renewal of local franchises is becoming sources of heated discussions, manipulation, and mis-carriage. Into this disturbed atmosphere has come a host of socialism with its advocacy of municipal ownership. In some instances municipal ownership campaigns materialize successfully. The public have lost sight of the factors of private ownership which have developed the business and made possible excellent service and low rates. The use of electricity generally throughout the country has been popularized by the enterprise and initiative of private individuals but the public seem to have lost sight of or have not been informed of the part private ownership has played in this important development. What adds force to the raid of socialism is the support given it by prominent local citizens and Rotarians. The months of close Rotary association and weekly bread breaking between Rotarians does not seem to bring them on a common ground of understanding regarding this question and a great injustice is unconsciously being done Rotarians who hold the classification of the electric light and power industry.

The purpose of this discussion is not to seek sympathy for the electric light and power industry but to arouse some thought as to the influence of the present situation on Rotary. It is not for the purpose of causing a rush of Rotarians to the rescue of a particular industry but for the purpose of awakening a desire in the minds of individual Rotarians to retain faith in private ownership of industry. There is involved in this situation a matter on which Rotarians can well take heed. In the processes of time, with recurring and increased complexities in the conduct of business, a raid by socialism on some other industry or industries is possible. These raids attack the foundation

of Rotary which is spread on the ground of private ownership.

This is not a brief for the electric light and power industry but it is a brief for Rotary. May every Rotarian give careful thought to the points brought out in this discussion and may he judge the power industry as being entitled to the confidence and respect of everyone. Let him not be unduly influenced by the mis-statements which arise out of the contest being waged and let him be guided by his brother Rotarian who represents the power industry along the road to understanding of the local conditions surrounding the rendering of electric light and power service. Let him help preserve business to private ownership, enterprise, and initiative.

J. A. VAN DEN BERG
Albert Lea, Minnesota

President Lincoln

To the Editor:

May I be permitted to criticize, in a friendly spirit, that feature of the editorial in a recent issue of THE ROTARIAN that refers to Abraham Lincoln as a "small town lawyer" and by inference, that the real Lincoln was obscured by a myth that had raised him to the pedestal of a hero.

It would seem that the life of a man that had been made the subject of more than six hundred biographies and books, and of thousands of addresses could not be veiled in myth; that he was cradled in poverty is not a myth; that he split rails is not a myth; Gettysburg is not a myth; the emancipation proclamation is not a myth; his masterful direction of a great war is not a myth. No myth that the imagination of man could create would be comparable or would add to his renown, nor overshadow his real greatness.

It would also seem that an attorney who, in his own state, ranked as the peer of David Davis, Chief Justice of the United States Supreme Court, Lyman Trumbull, Stephen T. Logan, O. H. Browning, and attorneys of like eminence, an attorney who loomed large enough to be employed in the trial of cases in the U. S. Courts in Chicago, St. Louis, Cincinnati, Indianapolis and other important cities, large enough to be employed by George B. McClellan to handle the business of the Illinois Central Railroad of which he was president, must have been considered something more than a "small town lawyer," as we understand the implication that that term carries.

You also say that Mr. Lincoln was a very "important man in Washington." Why confine his importance to Washington when it covered a nation-wide expanse?

T. L. MATTHEWS
Fremont, Nebraska.

Note: It seems to be the fate of great men that their very fame tends, with the years, to raise them from flesh-and-blood reality to a Homeric remoteness. Hero worship, unfortunately, too often brings idealization. Some of Lincoln's biographers (not Carl Sandburg, however) have contributed to an aura of admiration about his figure which makes difficult to acquire a true appreciation of his essential humanness. It was in a small community that he learned the humble virtues of sympathy and friendliness, lessons he did not forget when responsibilities and honors called him elsewhere. Lincoln was a human being, a very personable one, a small-town—but not a "small-town" lawyer; hence the editorial.—Editor.

El Presidente Sydney W. Pascall planta el "árbol de la amistad" en su visita al Rotary Club de Salisbury, Rhodesia Meridional. En ceremonias similares ha participado el Presidente Pascall en todas sus visitas a los Rotary clubs, a sugerencia del Presidente Honorario de Rotary International, Paul P. Harris. "Aquí se goza de la más franca y más seductora de las hospitalidades," escribe el Presidente Pascall.



Ante El Nuevo Conflicto

Por Alex Luna

COMO aves negras, agoreras de nuevos días de luto para la humanidad, las noticias del conflicto en el Lejano Oriente han volado rápidas por el mundo.

El ruido a guerra: ese ruido tan odiado y que, a la vez, en forma seductora, llama a los corazones de muchos hombres, ha despertado en ellos las dormidas pasiones y ha hecho que se levanten ambiciosos los apetitos.

"Amaos los unos a los otros." "Paz en la Tierra a los hombres de buena voluntad."

Qué sonido tan hueco vuelven a tener estas palabras que tanto oímos repetir al finalizar la última contienda europea.

Ya hemos olvidado los horrores de aquellos días no lejanos; ya hemos olvidado los millones de muertos; ya no recordamos los millones de ciegos y de mutilados que, cual piltrafas humanas,

son el recuerdo viviente de aquella gran tragedia.

La civilización y el progreso han puesto en nuestras manos medios y métodos que nos permiten destruirnos más rápidamente cada día. Si vivimos a toda velocidad ¿no es lógico que nos matemos también a toda velocidad?

El final de la actual civilización no parece estar tan lejano. Su ocaso ya se vislumbra, mas es tan horroroso, tan negro, que la humanidad, acobardada por el cúmulo de culpas que sobre ella pesan, se cubre la cara para no verlo, o desvía, insensata, la mirada hacia otro lado donde, por el momento, no esté la vorágine, sino el falso remanso con sus grandes egoísmos y torcidos rumbos, por los que, caminando a ciegas, libre de todo freno, sin respeto para nada, ni para nadie, con la moral perdida y sin fe alguna, va a marchas forzadas hacia

un final sin precedente en la historia del mundo.

Los altos ideales de Rotary son una clara luz, un faro en la negra oscuridad de los actuales tiempos.

Vayamos por las rutas que esa luz ilumina. Abramos nuestras conciencias para que éntre en ellas y nos haga más tolerantes, más comprensivos, menos egoístas, más sencillos y, en una palabra, más buenos.

Sintamos y practiquemos los postulados de nuestra institución. Tal vez no nos alcance el premio a nuestro sacrificio, pues sacrificio es ahogar en nosotros el deseo morboso de contienda que tenemos arraigado, pero si lo profundo y grave del mal impide que disfrutemos del premio, los que nos sucedan lo disfrutarán al encontrar entre los hombres de sus días, una mayor concordia y un mejor entendimiento.

Relaciones Internacionales en la Convención.... Por R. L. Hill

La crisis mundial, la conferencia del desarme y la tirantez de relaciones en el Lejano Oriente hacen imperiosa la necesidad de que se adopte una ruta perfectamente definida para el servicio de Rotary en las relaciones internacionales. Este problema será tratado de manera amplia en Seattle por los más notables oradores.

El primero de ellos, será el presidente Pascall, quien terminará en la convención su viaje al rededor del mundo, hazaña que realiza por primera vez un presidente de Rotary International.

Otra relación interesantísima sobre asuntos de carácter internacional la ofrecerá la Sra. Davidson, esposa de "Jim"

Davidson, comisionado honorario de Rotary que organizó veintitrés clubes entre El Cairo y Hong Kong, siendo su esfuerzo el que verdaderamente completó la obra de llevar el rotarismo a todas las regiones del mundo. Motivos de salud impiden que "Jim" personalmente hable de este portentoso acontecimiento rotario.

Del resultado de los esfuerzos rotarios en el empeño de lograr una mejor comprensión internacional hablará el Rev. William Thomson Elliott, uno de los oradores más brillantes de Rotary.

Y de una manera concreta se ocupará en el estudio de "¿Cuál debe ser la ruta de Rotary en conexión con sus actividades de carácter internacional?" el rotario Will R. Manier, Jr., miembro señalado de muchas convenciones y uno de los principales colaboradores en la preparación del memorable acuerdo que determinó la política de Rotary en conexión con actividades de carácter cívico.

Los preparativos que se han realizado en Seattle para la convención son de lo más completo, no solamente para que la misma sea fuente inagotable de inspiración para el rotario, sino también para que le ofrezca la ocasión de gozar de las más deliciosas vacaciones que haya podido soñar.

El Ocaso de Una Epoca

Por Stuart Chase

La cultura derivada de la imposición de la máquina en las actividades humanas ha de funcionar con absoluta regularidad en cada una de sus características interdependientes. Si no se gobierna en tal sentido, perecerá. La máquina ha originado ciertos valores en el activo de la humanidad y promete muchos más, si se logra un debido gobierno de su inmenso poder. Entre estos valores podemos contar: el mejoramiento en las condiciones generales de vida; menos horas de trabajo; un alivio en las labores rudas; mejor salud y mayor longevidad; menos supersticiones y el progreso de las condiciones científicas.

De no menor importancia, figuran en el pasivo los siguientes: la mecanización de la guerra; el despilfarro de los recursos naturales; la tendencia a uniformar el tipo social de vida; la vertiginosa rapidez de la vida moderna; un nuevo analfabetismo; las diversiones comercializadas y el problema de los sin trabajo.

Una gran parte de este pasivo seguramente que podrá ser liquidada mediante planes económicos nacionales dentro de

Actividades Rotarias

Canada—(Montreal)—Los rotarios locales han organizado conciertos especiales para los enfermos del Hospital del Sagrado Corazón, en Cartierville, y para los del Santorio de Santa Agueda.

India—(Madrás)—El Rotary Club distribuyó en enero 256 raciones de arroz entre nativos menesterosos. Cerca de cincuenta personas, principalmente niños, recibieron alimentos diariamente en las escuelas de la catedral de Royapettah durante el mes de febrero.

Africa del Sur—(Durban)—El comité de

INICIAMOS en este número la publicación mensual de extractos en español de los principales artículos que en el mismo número de "The Rotarian" aparezcan, lo que creemos será de particular interés para nuestros lectores de habla española. Estos breves sumarios pueden ser fuente de sugerencias tanto para el rotario individualmente, como para los comités de los clubes, sobre la manera en que pueden aprovecharse de los artículos de la revista ya sea en la preparación de programas, ya en un más amplio desarrollo de las actividades del club.

Agradeceríamos cualquier comentario en relación con la forma en que podamos hacer de esta sección algo verdaderamente útil para nuestros lectores de habla española.

los límites de algunos países, pero quedará siempre la enorme amenaza de la guerra mecanizada, amenaza que sólo podrá suprimir un salvador acuerdo internacional.

¿Fomentan Las Olimpíadas La Buena Voluntad?

Por Almon E. Roth

Por más que las justas atléticas internacionales probablemente no han llenado hasta ahora nuestras esperanzas en el sentido de fomentar una perdurable buena voluntad internacional, esta circunstancia no debe desanimar a nación alguna para participar en tales concursos. La inherente índole de rivalidad de los eventos atléticos es lo único que puede considerarse como causa de algunas fricciones. Probablemente existe la posibilidad de que a través de los juegos olímpicos las naciones del mundo reciban una lección de verdadero espíritu deportista, ya que no se puede culpar a una nación, por las cincuenta naciones restantes, de la carencia de tal espíritu.

En los Estados Unidos de América, la nación en general tiene una percepción clara de su responsabilidad como anfitrión de los participantes en la Olim-

relaciones sociales del Rotary club patrocinó una bien organizada campaña para reunir ropa, libros, juguetes, etc., con el objeto de distribuirlos entre las familias necesitadas. Tal campaña se llevó a cabo del 10 al 15 de marzo.

Australia—(Warrnambool)—En la pasada primavera el Rotary Club distribuyó entre los niños de las escuelas semillas de hortaliza por valor de cinco libras esterlinas y se organizó un concurso para premiar los mejores jardines y huertos. Tanta los padres de los niños como el público en general se interesaron mucho en el proyecto.

piada que tendrá lugar este año en Los Angeles, California, del 30 de julio al 14 de agosto. Los atletas procedentes del extranjero serán objeto de toda clase de atenciones y se suprimirán en su favor todas las molestias y formalidades que sufren los que en casos ordinarios visitan un país extraño.

Los rotarios de California abrigan la esperanza muy cordial de que rotarios de muy diversos países podrán concurrir a este notable espectáculo internacional.

Impresiones de Rusia

Por R. E. Porter

Rusia es un país de contrastes y de contradicciones, fuente de fe fantástica para unos y de fútiles temores, para otros. A través de un plan que no sabe de compasiones, persigue el propósito de educar a un pueblo analfabeta, de mejorar sus condiciones sociales y de bastarse a sí misma, en el terreno económico, como nación. Los niños, la juventud, la igualdad de los sexos y la cultura comunista despertaron mi mayor interés en mis viajes por Rusia. Los niños de la nueva Rusia pueden contarse entre los más ambiciosos, inteligentes y llenos de aspiraciones en el mundo.

Surge la pregunta de si podrán continuar sustituyendo la religión con el comunismo. Posiblemente la educación ampliará el horizonte soviético y capacitará a los rusos para darse cuenta de que queda lugar para una divinidad, que necesariamente existe.

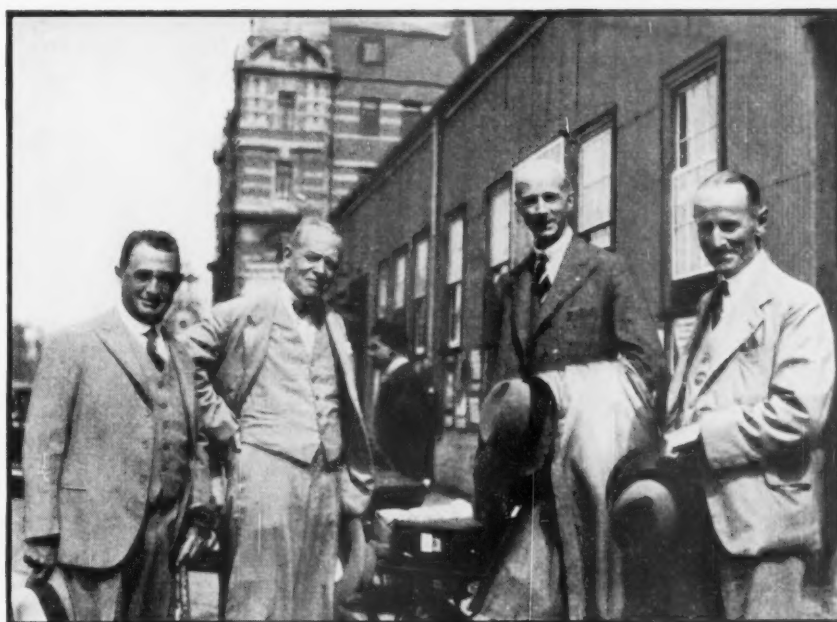
Los Estados Unidos y Rusia están colocados en los polos opuestos de la organización económica actual. Los primeros tienen abundancia de alimentos, ropa y hogares y, sin embargo, vive dentro de sus límites una multitud que goza muy deficientemente de estos bienes. Rusia está capacitada para producir en cantidad suficiente estos artículos esenciales para la vida humana y, no obstante, millones de hombres dentro de su vasto territorio sufren por la carencia de ellos.

A mi regreso me siento muy entusiasta de los proletarios, pero si he de ser franco, soy un escéptico acerca del resultado del plan proletario.

Inglaterra—(Bradford)—El comité de relaciones sociales del Rotary club local está proporcionando medios de transporte para los hospitales de niños con objeto de llevar y traer a los niños que no puedan caminar y que estén bastante crecidos para ser llevados en brazos de sus madres.

Austria—(Viena)—Los rotarios vieneses trabajan en el establecimiento de un campamento internacional de veraneo en Los Alpes, para jóvenes de quince a diez y nueve años, hijos de rotarios o parientes de los mismos.

"This is perhaps the most truly international district of Rotary International," wrote President Sydney W. Pascall in describing his visits with clubs in the Fifty-fifth District, comprising Belgian Congo, Kenya Colony, and the Union of South Africa. A group of Durban Rotarians are here shown with President Pascall (third from the left) upon his arrival in their city. George Goodricke, president of the club, is at the extreme left.



Rotary Around the World

For a quick jaunt around the Rotary world, read this and the three following pages. You will find them packed with newsy bits gleaned from correspondence with scores of clubs having widely diversified interests.

Egypt

Historic Mail

CAIRO—The first airmail service between Cairo and Capetown carried communications from Honorary Commissioner Clare Martin, past president of the Cairo Rotary Club, to District Governor Lorentz of Pretoria, Transvaal.

New Rotary Publication

Rotary clubs of Alexandria and Cairo (Egypt), Beyrouth (Syria), and Jerusalem (Palestine), forming a new provisional district, have started publication of an attractive monthly bulletin. It reflects the international character of these clubs, there being, for example, six nationalities represented in both the Cairo and Alexandria clubs.

India

Charity

MADRAS—During January, 256 rice rations were given by the Madras Rotary Club to destitute Hindus. About fifty persons, principally children—Anglo-Indians, Indian Christians, and others—were being fed daily at the Royapettah Cathedral schools during February.

South Africa

Gifts for the Poor

DURBAN—A well-organized campaign to collect clothing, books, toys, etc., for distressed families was sponsored by the service committee of the Rotary club, March 1 to 15.

The Hawaiian Islands

Rotary Council

HONOLULU—Marked progress was registered at the recent quarterly "council" on educational work, attended by officers, directors, and chairmen of the Honolulu Rotary Club. Numerous

problems of Rotary interest were discussed frankly, and it was voted to submit to the entire membership a \$5,000 boys' lodge project.

Belgium

Art Exhibit

LE CENTRE—Rotarians here, coöperating with "The Friends of Art," and the Chamber of Commerce and Industry, have organized an exhibition of original illustrations of the "Livre du Centre," paintings of Rotarian Fernand Liénaux, and sculptures of M. Robert Delnest.

Czechoslovakia

Rotarian Honored

PRAGUE—Prof. Dr. Václav Tille, former governor of District Sixty-six, recently was decorated by the King of the Belgians for his activities in promoting cordial Czechoslovak-Belgian relations.

Austria

Alpine Camp

VIENNA—Viennese Rotarians are establishing an international summer camp in the Salzburg Alps for boys between fifteen and nineteen who are sons or relatives of Rotarians.

Germany

Would Rebuild Castle

STUTTGART—Unique community service is being rendered by the Stuttgart Rotary Club in agitating for the restoration of the Stuttgart castle, destroyed by fire.

Lighten Secretary's Work

DRESDEN—Konsul von Frenckell, secretary of the local Rotary club, has provided three forms useful in simplifying club secretarial work. One

is in the nature of a promissory note, permitting the club to draw on a member's bank account for semi-annual dues; another secures full information about the classification of a member, and pledges him to speak once a year on it if requested; the third has to do with attendance.

The Netherlands

Belgium . . . Holland

ROTTERDAM—Economic rapprochement between Belgium and the Netherlands was discussed by Rotarians of Districts Fifty-nine and Sixty-one held recently in this city.

Travel Films

AMSTERDAM—Motion picture films showing life among the people of Holland have been made available to Rotary clubs of the United States by the secretary of the Amsterdam Rotary Club. Arrangements for use of the films may be made through the central office of Rotary International.

Federated Malay States

Attack Unemployment

KUALA LUMPUR—The problem of local unemployment, especially among the clerical class, has been put in the hands of a competent committee as result of a community meeting called by the Rotary club. Rotarians are also coöperating with educational authorities in Selangor, to aid in securing employment for boys leaving school.

France

International!

NICE—Rotarians from France, Italy, Belgium, Holland, Spain, Czechoslovakia, and Rumania, were guests recently at an international luncheon



Fredericksburg (Va.) Rotarians, who with scores of other organizations are observing the bicentennial anniversary of Washington, placed a wreath on the tomb of Mary, Washington's mother. Members of the club this year are stressing a greater dissemination of information about historic Fredericksburg, which was for more than fifty years, the center of Washington's family life.

given by the Rotary Club of Nice. The newly organized club at San Remo, Italy, sent a large delegation.

Germans Repay Visit

LYON—President Kroeger, and Secretary Haussmann, of the Magdeburg and Stuttgart Rotary Clubs, respectively, and Governor Fischer recently returned the visit made to German Rotary clubs by Governor Gardot and Rotarian Laufenburger, of Strasbourg. The German delegation visited Strasbourg and attended intercity meetings at Dijon and Lyon.

Switzerland

Plan Regional Conference

LAUSANNE—Committee members from France, England, Austria, the Netherlands, and Switzerland met here recently to lay plans for the second regional conference for Europe and Africa.

In observance of their club's fourth anniversary, Santa Fe, Argentina, Rotarians were hosts to surrounding clubs in the Sixty-third District. Members are devoting special attention this year to the direction of relief work, to unemployment, to an improvement in Argentine's economic situation, and to the development of an international attitude among Santa Fe children.

Ireland

Irish Hospitality

DUBLIN—Rotarians planning to attend the Eucharistic Congress at Dublin, June 22 to 26, should communicate with the Rotary club here. Meetings are held on Mondays at one o'clock, but because of the large crowds expected, reservations should be made in advance.

Cuba

\$1500 To Quake Victims

SANTIAGO—The \$1,500 received from Rotary clubs in the United States, Canada, and Cuba for relief of persons suffering from the earthquake of last February, will be used to rehabilitate homes of poor people. The maximum amount to be spent on each house for repairs will be \$100.



Canada

Hold Nine Clinics

OTTAWA, ONT.—Nine clinics for crippled children were held in February under direction of the crippled children's committee of the Ottawa Rotary Club. Two new cases were reported, one from Ottawa, one from Renfrew.

Service Appreciated

ST. CATHERINES, ONT.—The Lincoln county nurse committee has sent to the St. Catherines Rotary Club a letter expressing deep appreciation for assistance given in caring for crippled children.

Concerts at Hospitals

MONTREAL, QUE.—Local Rotarians arranged special concerts for patients at the Sacred Heart hospital, Cartierville, and at the St. Agatha sanatorium.

Argentina

Art

MENDOZA—Rotarians of Mendoza annually sponsor an exhibition of painting.

Tung Oil

SANTA FE—Santa Fe Rotarians have imported seeds to see if Tung oil can be produced in this territory. Tung oil is used in the manufacture of paints and varnishes.

Medals . . . Books

TUCUMAN—Medals have been awarded by the Tucuman Rotary Club to outstanding students at a local college. Another activity of this club is the distribution of books to jail prisoners.

Sweden

Hundred Helped

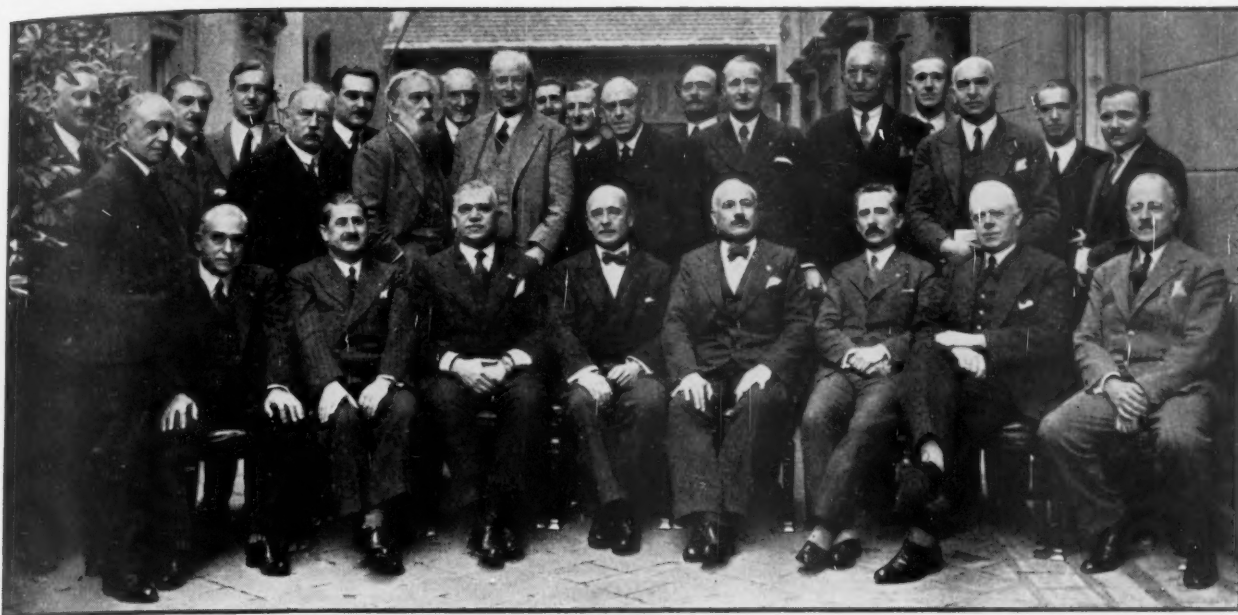
GÖTEBURG—Some 800 kronen have been distributed by Göteborg Rotarians among a hundred extremely needy persons.

The United States consul was guest at a meeting of the Göteborg Rotary Club at which especial observance was made of the bicentennial anniversary of the birth of George Washington.

England

Confidential

LIVERPOOL—Realizing that many times men need a confidential and friendly advisor, the Liverpool Rotary Club has formed a small com-



The European Economic Advisory Committee which met at Genoa, Italy, the early part of February, and which gave consideration to such questions as the further extension of Rotary in Europe, re-districting, the Youth Movement, and the economic situation.

In the picture are (left to right) standing: Wm. de Cock Buning, Holland; (in the foreground) Count Gr. Uff. Dott. Francesco Puccio, Prefumo, Italy; Avv. Mario Bertolotto, Italy; Wilfrid Andrews, England; Dr. Rowland Hegedüs, Hungary; Dr. Milan Stojadinovic, Yugoslavia; Dr. Edouard Willems, Belgium; Comm. Ing. Felice Seghezza, Italy; Sir Charles A. Mander Bart, England; Dr. Eugenio Belimbau, Italy; Hugh Galloway, England; Dr. Herbert Schofield, England; Ing. M. B. Gerbel, Austria; Thorleif Evanths, Norway; W. H. Francke, Switzerland; W. W. Blair-Fish, England; H. Chr. Helweg-Mikkelsen, Denmark; Tommaso Finizio, Italy; Dr. Alex. O. Potter, Switzerland. Left to right seated: Salvador Echeandia, Spain; Alois Cervenka, Czechoslovakia; On. Gr. Uff. Biagio Borriello, Italy; Bergrat Dr. Ing. Otto Böhler, Austria; S. E. Prof. Giuseppe Belluzzo, Italy; Prof. André Gardot, France; Ernst Krelage, Holland; Kurt Belfrage, Sweden.

mittee which may be consulted by members in personal difficulties.

Visit Prisoners

CHELMSFORD—Several Chelmsford Rotarians visit local prisons each week. As a result of lectures on fruit growing, prisoners are experimenting with fruit trees and bushes as much as their limited opportunities permit.

Coöperation

BIRMINGHAM—The Community Service Committee of Birmingham Rotary Club has been making an active effort to coöperate with other groups in the city interested in community service projects.

Rides for Sick Children

BRADFORD—The community service committee of the local Rotary club are providing motor transportation to and from the Children's hospital for children who cannot walk and are too big to be carried by their mothers.

Concert for Charity

SALFORD—Salford Rotarians annually have a public concert, proceeds of which are devoted to the poor children's camp at Prestatyn.

Italy

Castles

PARMA—A beautiful folder giving historical information on and views of castles in and about this city has been issued by the Parma Rotary Club.

Straits Settlements

Rogers . . . Haliburton

SINGAPORE—Being at the world's crossroads, the Singapore Rotary Club is fortunate in secur-

ing speakers of international prominence. Will Rogers, humorist, and Richard Haliburton, traveller, are among those who have been on the programs this year. On "Will Rogers Day," \$264 was contributed to the unemployment fund.

Peru

Theater Benefit

MOQUEGUA—A theatrical entertainment, sponsored by Rotarians, netted a considerable sum for charity.

India

Viceroy a Rotarian

The Rotary clubs of India have elected the Right Honorable The Earl of Willingdon, G. C. S. I., G. G. I. E., P. C., etc., viceroy of India, to honorary membership.

Outing for 500 Children

CALCUTTA—Recruited from local orphanages and schools, 500 children, of both sexes and various complexions and races, were recently given a picnic at the Botanical Gardens by the Calcutta Rotary Club.

Denmark

Honor T. C. Thomsen

COPENHAGEN—In recognition of distinguished service given by T. C. Thomsen, Danish Rotary clubs will name a room in the Cité Universitaire, at Paris, in his honor. Rotarian Thomsen is chairman of the European Advisory Committee and former director and honorary commissioner of Rotary International.

Australia

Children and Gardens

WARRNAMBOOL—Last spring five pounds' worth of vegetable seeds were distributed by the local Rotary club to school children. A competition for the best garden plots and vegetables followed. Parents and the general public took much interest in the project.

"Daughters' Day"

HOBART—Perhaps feeling that girls are somewhat slighted, Hobart Rotarians staged a successful "Daughters' Day."

Community Service

IPSWICH—The community service committee of the Ipswich club has sponsored an interesting series of talks on community enterprises.

Children Appreciative

PERTH—Many "thankyou" letters have been received from the 174 state children boarded out with foster parents, to whom Christmas gifts were personally delivered by members of the Perth Rotary Club.

Meet Daily

SYDNEY—About thirty Sydney Rotarians—"the regulars"—meet daily for luncheon in the new club room, headquarters of the Sydney Rotary Club. Regular Tuesday luncheons, however, are held in the customary place.

New Club

LISMORE—Fred. R. Burley, district governor, presented the charter from Rotary International to the newly organized Rotary club in this city recently. Several Rotarians from other cities were present.

Rotarians from France, Italy, Belgium, Holland, Spain, Czechoslovakia, and Rumania attended this luncheon given by the Rotary Club of Nice to welcome members of the newly organized club of San Remo, Italy, into Rotary. General Ph. Frantz, president of the host club, is seated at the extreme left at the head table.



Chile

Honor Teachers

CONCEPCION—Teachers were guests of honor at a meeting recently held by the Concepcion Rotary Club. Books were presented to the various school libraries.

Relief

CORONEL—More than a dozen ailing children have been placed in a recuperative institution by the Coronel Rotary Club.

Teachers Invited

LOS ANDES—Instructors from the schools of this city are invited each week to meetings of the Rotary club, where frequent discussions are held on ways to promote a proper international-mindedness among Los Andes citizens.

Children to Mountains

CURICO—Fifteen children afflicted with pulmonary trouble have been sent by Curico Rotarians to a mountain home.

\$1,000 for Hungry

MAGALLANES—Magallanes Rotarians have contributed \$1,000 to be used to provide noon meals for undernourished school children.

Medicine for Unemployed

RANCAGUA—A free medical dispensary for the unemployed has been established by the Rancagua Rotary Club.

United States

Own Log Cabin Home

HULL, TEX.—The Hull-Daisetta Rotary Club can boast of being the only Rotary club in District Forty-seven to own its own home. It is a log cabin built, in part, by extra fifty cent fees at weekly luncheon sessions. Approximately one-half of the cost was raised by the Rotary Anns who are well organized, and took an active interest in the project. The house is hexagonal in shape, resembling a Rotary wheel. A large "dobe" fireplace gives it a homey atmosphere, and a kitchenette in the rear makes it a very practical community building.

Feed 275 Daily

BRISTOL, R. I.—A food station for undernourished Bristol school children, opened last November by the Bristol Rotary Club, will continue until May 1. At first hot meals were provided for but 150 children, but the number has steadily increased to 275.

Eyesight Campaign

CAIRO, ILL.—Cairo Rotarians are sponsoring a campaign in the schools to improve defective eyesight.

Honor 4-H Children

DULUTH—Boys and girls who have taken prizes for their 4-H club activities were recent guests of Duluth Rotarians.

Boys Become Cobblers

CHESTER, PA.—Boys in the slum district, who probably otherwise would be street wanderers, are now having fun and valuable experience cobbling shoes in the club for them organized by local Rotarians. Boy Scouts cooperated in gathering some 2,000 pairs of discarded shoes which are being reconditioned for the poor. Other Rotary clubs in the district are cooperating by supplying old leather mill belting. Chester Rotarians also work with the local juvenile court in helping place "bad boys" in suitable homes and providing them with jobs.

"Ann" Shows How

BAD AXE, MICH.—Rotary Anns, using their given names, took complete charge of the Rotary luncheon on February 29, leap year day. The regular incumbents of the chairs were given several pointers on how to run the club—and a good time was had by all.

Sixth Hobby Show

SAN PEDRO, CALIF.—San Pedro Rotarians will sponsor their sixth annual boys' hobby show May 19-21. Twenty-three hobby groups will be represented from such miscellany as button, bottle cap, and autograph collections to rabbits, birds, and archery.

Town-Country

BISMARCK, N. D.—Bismarck Rotarians recently held their annual dinner for farmers, at which town-country relations were discussed.

Cherry Blossom Festival

BEAUMONT, CALIF.—The Beaumont Rotary Club on April 3 successfully staged its third Japanese Cherry Blossom Festival. Japanese and Americans took part.

Rotary in Columbus

COLUMBUS, O.—The February issue of *Columbus Today* carries an informative article on the activities of Columbus Rotarians under the caption "The Rotary Wheel on High Street."

4-H

WAUKESHA, WIS.—Forty 4-H club leaders were recent guests of the rural relations committee of the local Rotary club at a weekly luncheon.

Juvenile Survey

TOLEDO—The local Rotary club is paying half of \$2,400, the cost of a juvenile probation survey. The purpose of the survey is to ascertain facts about juvenile delinquency as a measure of arousing popular interest in remedial measures.

Cause or Effect?

ELKINS, W. VA.—The Elkins Rotary Club assists in raising funds to purchase milk for undernourished children, furnishes oat meal for them, helps promote the state forest festival, takes an active interest in work with crippled children, gives attention to local unemployment problems—and is, withal, a thoroughly active Rotary unit.

Honor Washington

ABILENE, KANS.—Abilene Rotarians entertained their ladies at an unusually successful Washington bi-centennial celebration. The tables were arranged in the form of a horseshoe; waitresses wore colonial costumes, and the meeting was called to order by striking a miniature reproduction of the famous liberty bell.

Monthly Entertainment

WYOMING, PA.—The success of a recent program, including a historical motion picture devoted to Washington, has led the Wyoming Rotary Club to plan monthly entertainments for the public.

Stunt Program

DETROIT, MICH.—A large canvas, eight by six feet, representing a popular magazine cover, was used in a recent meeting of the local Rotary club. A door arrangement in the center revealed, one at a time, members whose birthdays occur in March. Each was dressed in a costume burllesquing his business connection.

Fifteen Cent Luncheons

NASHVILLE, TENN.—Once a month Nashville Rotarians have a fifteen cent luncheon—the saved forty-five cents going to a fund for the needy. This club has taken care of six families during the past winter, and at Christmas met the special needs of ten families.

992 Children Helped

WILKES-BARRE, PA.—Since 1924, when Wilkes-Barre Rotary became actively interested in work with crippled children, 992 have been examined—some as many as twenty times—at 413 clinics. Almost 1,300 operations have been performed. Recently Mrs. Harry R. Hirshowitz, widow of a Rotarian, added a completely equipped playroom to the Rotary Orthopaedic ward at the General hospital.

Intercity Fellowship

WINSTON-SALEM, N. C.—Rotarians from Asheboro, High Point, Liberty, Lexington, Thomasville, Siler City, met with those of Winston-Salem recently for fellowship, fun and entertainment. "It is events like this," editorialized the *Journal-Sentinel*, "that make real neighbors of all of us."

The Rotary Hour - Glass

International Good-Will

[An official statement]

THE unfortunate situation which has developed in the Orient has given great concern to the officers and the Board of Directors of Rotary International. In both China and Japan Rotarians are anxious to advance international good-will and the Sixth Object of Rotary. They are, at the same time, patriotic citizens and loyal subjects of their own countries and hence the present situation is full of difficulty for them. All about the world are other Rotarians, puzzled and alarmed over developments in the Orient and conscious that other countries may become involved. They are sincerely anxious to help compose these serious difficulties.

Rotary International is being asked by clubs and by individual Rotarians in different countries to take some action to assist in solving these problems. Your officers deeply sympathize with this desire, and share the hope and belief, widespread throughout the organization, that Rotary may be a definite influence in

promoting better understanding. That influence cannot, however, properly be enlisted as partisan to controversial, political or economic measures. It must be largely personal and individual and be most actively and constructively effective in the creation through Rotarians of a will for international concord and peace. Your officers feel sure that Rotarians everywhere, actuated by the principles and aspirations of Rotary, will neglect no opportunity to give its ideals practical expression.

Your officers urge Rotarians everywhere to be patient and forbearing and not to reach hasty or ill-founded conclusions which may be based on incomplete and possibly misleading information, but on the other hand to cultivate as dispassionate an attitude as possible.

We are confident that Rotarians in the countries primarily concerned will bring Rotary's vital principles to bear on the situation.

Your officers are following the situation with deepest solicitude and with a desire and willingness to be of assistance wherever such assistance can be extended

without prejudice to the principles or the policies of Rotary International.

NOTE: The foregoing statement was prepared by Robert E. Heun, First Vice President, John Nelson, Third Vice President, Joseph W. Jackson, Director, Chesley R. Perry, Secretary (acting as the executive committee) in the absence of President Pascall, Second Vice President Borriello and the other members of the board of directors of R.I.

* * *

On the Lot. Paul Harris, ex-New England collegian, ex-cowboy, ex-reporter, ex-salesman, ex-globe trotter, veteran Chicago attorney, Rotary's founder, has again demonstrated his versatility—in the movies. A few weeks ago he faced the bright lights in the Chicago studio of the Atlas Educational Film Company to record in celluloid his own story of the rise of the Rotary movement. Paul's supporting cast included Sylvester Schiele, Harry Ruggles, and Will Jenson, founders. The film will be loaned to Rotary clubs on request.

* * *

To Honolulu. Rotary International's official ambassador to the Fourth Pacific Rotary Conference to be held at Honolulu, June 12-14, will be Dr. Crawford

Leadership and Appearance

Men of outstanding leadership reflect distinction not only by their ability but by their character of dress. While clothes do not make the man, they add materially to appearance; and the matter of appearance concerns every man of prominence. Mass production so limits the possibility of individuality in dress that those who desire distinctiveness find it preferable to patronize the custom shop, where they may give expression to their personal ideas in exclusive selections.

With us, each patron is a distinct type and we are prepared to capably carry out their most exacting demands in Shirts, Neckwear, Robes and other unusual Requisites. Our intelligent understanding of individual requirements has won for us a very notable patronage in all our four Shops—New York, Chicago, London and Paris. Our prices are now lower.

A. Sulka & Company

SHIRTMAKERS AND HABERDASHERS

New York—512 Fifth Avenue
Chicago—6 So. Michigan Ave.
London—27 Old Bond Street
Paris—2 Rue de Castiglione

C. McCullough, of Fort William, Ontario, Canada, past president of Rotary International. Sessions will be over in time to permit representatives to reach Seattle for the annual convention of "R. I." And, incidentally, Hawaiian Rotarians rise to remark that too much credence should not be given reports of troubles in the Isles, that life runs along there very much as usual, exaggerated newspaper accounts notwithstanding.

Enterprise. When Armon D. Sinclair, of the Sault Ste. Marie (Ontario, Canada) Rotary Club, was asked to talk to his fellows on *THE ROTARIAN*, he decided the job should be done right. Accordingly, he had printed at his own expense an attractive little booklet. As he talked, his listeners jotted down notes on the pages which, aside from appropriate comment on *THE ROTARIAN* at the tops, were blank.

Advance Notice. The 1933 convention of Rotary International will be held at Boston. And, in case your memo pad is handy, the dates are June 26 to 30.

* * *

An Old Friend, Vivian Carter, former editor of *THE ROTARIAN*, has organized the Textile Exchange of London, of which he is the general manager and secretary. Best wishes for a successful and prosperous service go out to him from thousands of friends scattered about the globe for he, to paraphrase on the old saw about the sailor, has a friend in every port.

* * *

Of Rotary Interest. President Hoover has recently appointed a Citizens' Reconstruction Organization Committee with state chairman in each of the forty-eight states. The general chairman of the committee is a Rotarian; the vice chair-

man is an ex-Rotarian; the assistant to the chairman is a Rotarian; and seventeen of the state chairmen are Rotarians or ex-Rotarians; and of the chairmen of the Chicago district, three of them are Rotarians or ex-Rotarians.

* * *

Appointed. Dr. H. Philippi of Bandung, Java, has been named honorary commissioner of the provisional district "C" which includes the Netherlands East Indies.

* * *

Square Pegs, Square Holes. Alois Cervenka, governor of District Sixty-Six, keeps up a unique "picture catalogue" giving biographical data on Rotarians throughout Czechoslovakia. Thus, when he has a certain mission, it is possible to select for it a man who is qualified by experience, training, interest, and location.

Farmers Need Medicine Too

[Continued from page 20]

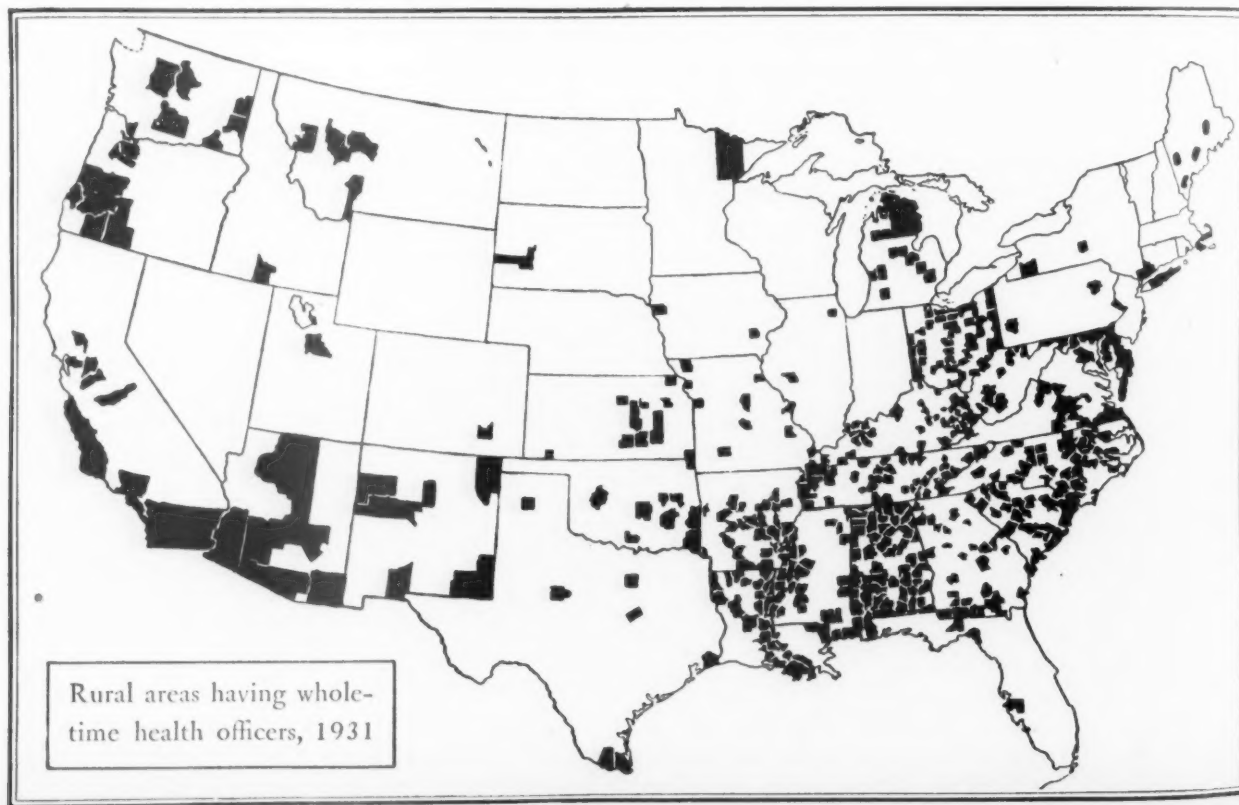
reduction in infant mortality, and fourteen by reduction in tuberculosis, a record in part, at least, ascribable to the cooperative health program.

If these mortality savings could be translated into terms of money, Dr. Winslow points out, they would represent an economic gain to the community

of at least \$300,000 a year, or nearly double the annual cost of the health program. This annual expenditure involved a per capita cost of \$2.20, of which \$1.00 came from the county and its local units, \$.50 from the state, and \$.70 from the Milbank Memorial Fund. The total appropriation, exclusive of some special ac-

tivities in connection with a tuberculosis sanatorium and other services, rose to \$176,000 in 1927 and fell to \$160,000 in 1929.

The life and health of the average farm and small-town dweller, Dr. Winslow declares, depends for protection and care on public health machinery which is



twenty-five years behind the times. For every 2,000 of the population, he maintains, there should be one public health nurse; yet in many rural communities one nurse attempts to help in the care of the sick poor over an area comprising a population of from 20,000 to 40,000.

"The old-fashioned idea of public health work," former Governor Alfred E. Smith told a health conference at Albany, "was that some one came around and stuck a red or yellow flag on the door and locked everybody in, and that was all there was to it. That is not the state's idea of public health work today. It includes clinical service, laboratory service, nursing service, an educational program for the prevention of disease, opportunity for better treatment, and for treatment suited to the needs rather than to the pocket-book.

"There has been a drift towards county administration of certain health matters for some time, but it has been a drift, without proper control. It has been haphazard. But the drift indicates that the time is not far away when public health will be a county function if it is properly and scientifically, and economically, managed."

A DRAMATIC illustration of the value of the county health unit appears in an incident related by one of the officials of a county health department at a recent conference. "We had a case of anthrax," he said. "That is a terrible disease. They tell me it is almost always sure death. A young fellow, a contractor, just married, went to one of our physicians, who had suspicions immediately that the patient had anthrax. We had just started our laboratory. In half an hour a sample of that stuff was being analyzed. The doctor's suspicions were confirmed and he wired to Albany for a serum. It was a race whether that serum would arrive in time. Anthrax moves fast, and it was a race—an express train against the old Grim Reaper. There was a man with a car at the station at two o'clock in the morning to get the serum out of the mailbag. The boy was nearly dead. Restoratives had to be applied. The doctor told me it was a matter of half a minute, in his opinion. The Old Boy with the Scythe was right outside. But the serum just had the pull, and it saved that boy's life."

Since the first full-time county health unit was organized nineteen years ago the services of the more progressive units have been vastly increased. A few of them include almost every type of preventive medicine. In the old days the business of the health unit was for the

most part confined to questions of sanitation, to safeguarding the water and milk supplies, and to keeping a careful check on cases of communicable disease.

Today health activities include not only these measures having to do with environmental sanitation, but in the case of several progressive units also embrace visiting nursing, prenatal and postpartum care, clinical services offering medical, surgical, and dental treatment of many kinds, health education campaigns, both for the general public and in the schools, measures to combat the spread of tuberculosis, immunization against diphtheria, typhoid, smallpox, scarlet fever, and serum treatment for infantile paralysis.

Such an enlarged health program naturally involves state and county ap-

propriations greater than those of former years, when a few hundred dollars was provided, often reluctantly, by public officials for paying salaries of the one or two persons constituting the entire personnel of the county health department.

Property owners, even those in sparsely settled districts who see how every dollar of their taxes is expended, now realize that an efficient health department is an absolute necessity for every progressive rural community. The county health administrative unit is being increasingly recognized as a means of securing for the farm and the village a health service which shall be efficient both in economy and in prevention of unnecessary suffering and disease.

This is an invitation
**FROM ROTARIANS
To ROTARIANS**
to attend the

OLYMPIC GAMES



1932
**Olympic
Games Highlights**

Dates: July 30 to August 14, inclusive.
Places: Nine different stadia and pavilions in and near Los Angeles, California.
Events: 135 separate contests in 14 branches of sport.
Participants: Approximately 2000 athletes, representing over 50 nations.

True Rotary and Southern California hospitality awaits you when you come to the Olympic Games. A Rotary Information Bureau will be at your service. There will be golf games. There will be automobiles at your disposal for sight-seeing.

Come, and enjoy the greatest vacation opportunity of your lifetime.

1,000 tickets to the Olympic Games have been set aside for visiting Rotarians. Act now, by mailing the coupon, as these tickets will not be available, nor reservations possible, after July 1st.

The following Rotary Clubs of Southern California are issuing this invitation and have inserted this advertisement: Los Angeles, Hollywood, Inglewood, Pasadena, Santa Monica and Whittier.

**Ticket Department, Xth Olympiad,
W. M. Garland Building, Los Angeles, California.**

Send me, free, Olympic Games information and Rotarian ticket application blanks; also 64-page Southern California vacation book.

Name.....
Street.....
City..... State.....

Let's Talk About Our Health

[Continued from page 29]

First Program

(a) Building physical vitality. Chairman: A member of the committee who is a physical training specialist and enthusiast.

(1) Presentation of principles. The chairman assumed the role of instructor, discussing in simple language the natural laws governing the growth of physical vigor; the relative importance of the vital factors of health, such as a proper balance between work and recreation, exercise, rest (or sleep), fresh air, sunshine, water (inside and out), proper foods; the relative merits of exercise of a solo character (calisthenics, weight-lifting, etc.), and those forms of exercise involving the play or competitive element. At this time copies of two different physical culture and health magazines were distributed to each member of the club. These magazines were back numbers gladly donated by the publishers and sent express free for distribution in connection with the program.

(2) Demonstration. The chairman explained and demonstrated a simple and effective system of exercises to be taken in the bedroom on arising each morning. Based on long experience and study, the set of exercises had been selected and arranged to meet the needs of the average man. They involve beneficially every muscle in the body and are easily learned and performed. They are performed in the pajamas or underwear and require only about ten minutes time. (Note: Any good physical director can outline such a system of exercises.)

(3) Application. Each member of the

club was called upon to try out for himself the exercises and health practices recommended and demonstrated. It was indicated that a report would later be called for by the club.

Second Program

(b) Prevention and treatment of disease. Chairman, the doctor member. The doctor took up first, the prevention of disease. He endorsed what was covered in the preceding program as a means of building reserve vitality and resistance to disease; he discussed the value of periodical physical examinations as a means of discovering and correcting incipient disorders; the proven merits of various antitoxins and inoculations against contagious diseases; public health measures and modern sanitation; diseases and disorders common among men at or approaching middle age and measures to prevent them; a normal and healthy sex life for married couples (a subject about which there is much ignorance and diversity of opinion); oral hygiene and complications that may result from bad teeth; the dangers of self-doctoring; discussions of various forms of quackery.

Under the head of "treatment of disease," the doctor discussed recent discoveries and advancements in the practice of medicine; modern anaesthesia and surgery; modern hospital equipment and methods; discussion of certain prevalent diseases, their causes and treatment—tuberculosis, cancer, heart disease, influenza, common colds, auto-intoxication, hardening of arteries. (Note: This second program might easily cover two or more luncheon programs.)

Third Program

Mental Health. Chairman: A suitable member of the special committee. To present his program, the chairman secured the services of a practical psychologist, a member of the faculty of the state university. The professor called his subject, "Mental Hygiene." His discourse was most practical and helpful. He discussed the direct relation between happiness and health; how worry or anxiety leads to loss of health. He discussed heredity and disease; the relative importance of environment; the effect of good and bad habits. He explained the theory of repressions and the practice of psycho-analysis. He gave many practical suggestions for attaining a happy and tranquil state of mind, suggesting the value of hobbies and the cultivation of new and varied interests.

The series of programs as outlined above proved to be of absorbing interest to the members of our club. There is no way to estimate the resulting benefit. Subsequent reports and comments indicated that many members were induced to give more thought to their health.

This experiment suggests only one idea for putting more instruction value into luncheon programs and making them worth-while to the members. Attention is invited to the fact that the programs were presented, with one exception, by talent found within the membership of a small club. Most clubs could duplicate the series with equal success and benefit, and many, of course, could do a great deal better.

Do the Olympic Games Promote Friendship?

[Continued from page 11]

and newspaper files made out a rather poor *prima facie* case for the ideals of international amity which some enthusiasts *erroneously* have assumed to be the chief object of the Olympic games. I say "erroneously" for, after some thought, I have come to agree with Harry and others who believe the *prime* object of the Olympic games is the encouragement of amateur competitive athletics, and that this objective is well worthwhile even though the output of the anticipated by-product—international goodwill—has fallen somewhat below expectations.

But *prima facie* evidence is sometimes

subject to rebuttal. No doubt, many participants will testify that they were inspired with goodwill toward other nations by their experiences in the Olympics. Even Jim and Bob have admitted on further cross-examination that their resentment was confined to one country only, and that they had gained respect and a friendly feeling for some twenty-nine other competing nations. After all, the ratio of twenty-nine to one is quite satisfactory.

It seems reasonable, too, to suppose that ultimate results of the unfortunate incidents in earlier Olympiads have been the creation of better understanding through a conscious ef-

fort to eliminate the scars. At least that is true in the case of athletic relations between Great Britain and the United States following the controversy over the results of the 400-meter dash in the 1908 games. On this point we have the testimony of R. Salisbury Woods, ex-president of the Cambridge University Athletic Club, who writes:

Those of us who have recently returned from the stadium competitions in track and field athletics feel strongly that this branch of the games of 1924 has been conducted in a spirit of friendly rivalry and real sportsmanship not approached in any of the preceding Olympiads.

Let it be doubted that the first eight modern Olympiads made any real con-

tribution to international understanding, but, it would be unfair to say that they have contributed in any measurable degree to lasting international ill will. On the other hand, the fact that we have not realized our fullest expectations in the development of international amity should not deter us from promoting these international athletics.

Possibly we have been unreasonable in our expectations for, after all, Olympic games are highly partisan contests. Stakes are great and the pressure to win is heavy. Every entrant is fired with intense patriotism and a desire to defeat athletes of all other nations. We teach our youth to be good losers. This is as it should be. Yet we know all the while that, despite our platitudes, no one really enjoys losing any kind of a contest whether it be golf, the Olympic games, or pinocle.

Thus considered, it becomes noteworthy that, despite the inherent controversial character of athletics, many of the most effective ambassadors of goodwill are national representatives in sports. I need only refer to the esteem in which Bobby Jones and Helen Wills Moody are held by the British public, and the equally high regard which America has for Joyce Wethered and Betty Nuthall. Even dumb animals engaged in sport have proved ambassadors of goodwill for the lands from which they came. Phar Lap, the great Australian thoroughbred, unquestionably was the most popular dumb animal in the United States, not excepting beauty contest winners, and his loss was mourned as deeply in America as in Australia.

So much for the past. What of the future?

The tenth Olympiad is to be held in Los Angeles, California, July 30 to August 14, 1932. Are we justified in believing that this Olympiad and others to follow, including the one to be held in Berlin in 1934, will contribute more to the promotion of international goodwill than the earlier games have?

It would seem so. There are many hopeful signs. The last Olympiad—Amsterdam, 1928—in many respects was the most successful ever held. Frederick W. Ruben of New York City, secretary of the American Olympic Association, says in a statement dictated for THE ROTARIAN:

The Olympic movement has from the American standpoint a greater and far deeper import than merely the athletic aspect. The movement to us is indicative of an ideal which, if promulgated on the lines laid down by the founder—Baron Pierre de Coubertin—

would go a long way toward inculcating international amity, and I feel that the participation of the United States in the Olympic games even from the standpoint of co-mingling with the athletes of the world, is well worth all the effort, let alone the international aspect which brings all of our men into touch with the athletes of the world.

Possibly the nations of the world are learning the lessons of true sportsmanship through these games. It may even be that the minor difficulties and disagreements which have been stressed in the past have helped us to develop national pride in fair play. No nation can afford to be condemned by fifty other nations for poor sportsmanship. Public opinion in each country in an increasing degree will demand that its representatives conduct themselves in a manner which reflects credit upon the country which they represent.


The wave of disapproval which swept the United States following a "Yankee trick" in a recent international motor boat contest is evidence of this growing tendency. If this be true, we may expect a decrease in the already limited number of controversies which arise from the games.


THE second, and probably the most hopeful factor, is that we have learned much from our previous mistakes concerning the management of these games, and are developing a technique of management which should eliminate many causes for friction. A critical analysis of the causes of disagreements in earlier games proves that many of the difficulties resulted from poor management and poor facilities for training and housing the competitors. You may rest assured that there will be no ground for complaint in this score at Los Angeles.

Thirdly, the entire United States is keenly alive to its responsibility as a host. The host state, California, by public vote, has advanced \$2,000,000 to prepare for these Olympic games.

From the time these athletes, representing the world's finest specimens of young manhood and womanhood, alight upon the shores of America, every effort will be put forth to make them feel that they are guests indeed. They will be given the status of distinguished visitors by immigration authorities. Identity cards will be given them upon leaving their native lands, instead of the usual passports. The usual head tax will be waived. Their sports equipment will be allowed to enter and leave the country duty free. They will be met by representatives of the organization committee and conducted on special trains or boats

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*"Sportland of
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Put yourself among these happy vacationists . . . thrill to such sports as swimming, boating, fishing, motoring and golfing.

For here, in this great sunland of fresh pine-laden tonic breezes, are no mere dozen . . . or hundred . . . but 10,000 crystal-clear, grass-and-tree-bordered lakes.

Here, too, are friendly people offering cozy cabins as low as \$15 a week . . . modern resort hotel accommodations, \$35 to \$75 a week. Your vacation need cost no more than staying at home.

Take the opportunity, while here, to investigate the fine openings for successful business, dairying and farming. Minnesota is prosperous.

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The Santa Fe is the only line under one management all the way between California and Chicago, insuring uniform excellence of service.

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Santa Fe System Lines
Railway Exchange Bldg., Chicago, Ill.

**The
Indian-detours—Grand Canyon Line**

to Los Angeles, there to be met by attaches appointed by their own national committees from among their own countrymen who reside in the United States.

Nothing has been overlooked that would contribute to their comfort while they are guests of this country. Even elaborate entertainment, planned to conform with their training schedules, is being provided. Likewise, the Olympic officials who accompany the athletes and the representatives of the world press will be accorded every privilege and courtesy possible.

RECENT performances by athletes of many countries indicate that a number of world's records will be broken at the forthcoming Olympiad. America with the best track and field team in its history, will have a decided advantage in competing at home. It is not to be assumed, however, that all the honors will go to the United States or to other large nations of the world. One of the most gratifying incidents of the Amsterdam games was the success of some of the smaller nations. On this point Professor Sedgwick writes as follows in a recent article:

Of the forty-six nations entered, twenty-five were winners in one form or other. Let us remember that Asia, for the first time, won a first prize in the success of Oda of Japan in the hop, step, and jump event. Germany, through the victory of Frau Lena Radtke in the 800-meters run, won the first event since that country left the Olympiads for World War reasons in 1916. And what a commentary her achievement was! That a woman, a mother of two children, should lead Germany back to its first event of Olympic victory in twelve years.

The events, so widely distributed, allowed the newspapers of every country to feature the exploits of their national athletic heroes, the

Olympic victors, and thus build up renewed love for clean, recreational sport. People of Japan, for instance . . . went wild when they learned of the fine campaign and victory of Oda, . . . delighted that their nation was an outstanding competitor in the world wide games, paid him a national ovation on his return home, and felt a closer touch to the other nations of the world from whom the plucky broad jumper wrested victory.

What a commentary that the winners of the first five places in the Marathon, one of the key events of the Olympiads, were from the five continents of the world. Is it not almost a genuine romance of athletic history that this event, founded by Pheidippides in 490 B. C. in his race to give the battle alarm of Thermopylae, should, in its 1928 outcome, represent the five continents of the world: first place, El Ouafi, the Algerian, Africa; second, Plaza, South America; third, Matterleen, Europe; fourth, Oda, Asia; fifth, Joie Ray, North America.

It is the sincere hope of the Rotarians of California, the host state, that Rotarians from many lands will find it possible to attend this great international spectacle in connection with their attendance at the Seattle convention of International Rotary. Here a cordial welcome and a marvelous opportunity to extend the sphere of Rotary fellowship awaits delegates.

In the meantime Rotary clubs can co-operate in preparing a proper background for this international venture through programs on the history and ideals of the ancient and modern Olympiads. Rotary editors, especially, can be helpful in promoting a proper public appreciation of their significance and the opportunity which they afford under favorable auspices for promoting international goodwill and understanding through the fellowship of fine sportsmen of many lands.

The Tenth Olympiad merits the interest and support of Rotarians throughout the world.

What's Ahead for the Retailer?

[Continued from page 23]

a business is small and the cost of clerical labor for the above not justified, a buyer may obtain this information from periodic inventories checked with purchases and sales. The life of any firm depends upon normal daily business at regular mark-up on wanted, seasonable merchandise, sold without ballyhoo or high-pressure. Stocks to develop such business cannot be maintained without some form of stock control.

A severe depression is always a survival of the fittest. Looking at it in one way, this is a frightening thought, but

from another angle, it should encourage every man to put his business house in order. It means that financially weak competitors will be eliminated. This should prove a decided help, for such competition is constantly forced into money-raising sales which advance no one and hinder many. It also forces attention to stock control.

Over-stocked competitors are even worse than those financially weak, and furthermore are an actual menace to merchandising of the entire community. An over-stocked store soon becomes a store with obsolete merchandise, broken

size and color ranges and, therefore, has nothing but cut prices to attract a dissatisfied buying public. The elimination of this type of competition is going on every day, and should prove advantageous to all types of business properly managed.

The store surviving this trying period will be in a much healthier condition because of the severe pruning which is now going on. Inventories can be reduced, turnover increased, and profits made by controlling stocks in the manner described. The customer is not inconvenienced by this process, in fact, most customers prefer to choose from one or two price ranges, completely stocked, rather than from four or five scattered prices none of which are complete.

IN offering combat to rising expense accounts efforts were first made to increase sales. Generally this has been found impractical under present conditions, and a merchant now realizes that expense figures must be reduced. Except in unusual cases, all salaries will be reduced—and the president or proprietor should be the first in line. This does not necessarily mean a lowering in the standard of living, for prices on most commodities have dropped from twenty to fifty per cent in the last few years.

Personnel staffs, like price ranges, are also being pruned. When it is necessary to cut down a force, sentiment must be abandoned and the ones who will be missed the least should be the first to go. This is rather disconcerting to the type of employee who has been on the payroll for years and who feels that his position is permanent regardless of the return made to the employing institution. The larger the concern the more barnacles of this nature there are attached, thus slowing up successful operation. Their removal is one of the major benefits of depressions, and the benefit reacts not only to the organization but eventually to the one removed.

Rentals, next to payrolls, are one of the major expense items and admittedly one of the most difficult to reduce. Where business firms own their property at a high value, part of that figure must be charged off and rentals scaled on the basis of the present valuation. For property which is leased, steps should be taken to show the landlord present business conditions. In such cases free access to the books of the firm should be given the owner of the property in order to ascertain a fair and just rental. In the final analysis a business must make a profit before it can pay,

and the real estate owner must be satisfied with the rental which can be earned or eventually lose the tenant entirely through financial failure.

Every item of expense should be carefully scanned for possible economy without lowering efficiency. Do you pay an office force to prepare statistics which are not used? Do you pay insurance on over-valuations which could not be collected? Do you waste supplies of any nature? Do you pay salaries and travelling expenses to two or three buyers where one would be sufficient? Do you use full-time personnel where part-time

would be equally as satisfactory? These are important questions in 1932, and it will pay you to study each one carefully.

In the careful consideration of all factors which affect the future of good business, the merchant can well afford to devote considerable time to the study of advertising. In many cases it has been used as a shovel to heave out unwanted goods instead of as a spoon to feed the customer desired merchandise.

Advertising should be the last expenditure cut and the first to be increased, for if properly handled, it is the life blood of an institution. This does not



Do not fail him ... at the last!

HE'S very human. . . your genial retiring President, who worked so hard for Rotary! The faithful Secretary, too. . . the Governor. . . they're wondering how *you* will show your friendship and appreciation now!

Follow the heart-warming custom of many Rotary clubs who present each Retiring Officer a diamond emblem button to replace the one which he must relinquish to his successor. And don't forget "100% Attendance" buttons for the faithful in the rank and file!

This is the time to order your complete requirements, and MILLER is the logical manufacturer to fill them. Eighteen years' experience *does* count! Get in touch with your Club Jeweler or Club Secretary today!

Special Presentation Buttons in one standard size are made for the following officers:

Past President . . . No. R108	Club President . . . No. R105
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100% Attendance No. R111N	

Any Officer or Past Officer Button (without diamond) in 10 kt. green gold, \$3.00 each; in 14 kt. green or white gold, \$4.50 each; in 18 kt. white gold, \$6.00 each.

Diamond Jeweled Buttons, \$12.50 to \$86.50, according to size of diamond. Most popular club selections, \$23 and \$38 complete.

100% Attendance Buttons, in four qualities, \$3.00 to \$7.50 each. Century Club Buttons, \$2.00 to \$6.00 each. Rotary Club Discount, 20%. Prices Keystone to Club Jewelers.



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Manufacturers of Official Rotary Emblem Jewelry
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When in Seattle for the Convention be sure to take several of the delightful short water trips for which this inland sea is famous. Visit the U. S. Navy Yard at Bremerton, an hour's ride on sparkling blue Puget Sound, or take a longer trip to the Olympic Peninsula or the San Juan Islands. Motorists—you may take your cars at low ferry rates.

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Then there are very economical one-day excursions to Victoria, B.C.—a pleasant boat ride with ample time to visit this most colorful old-world city.

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Visiting Rotarians Welcome

Rotary Supplies

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Write for Catalogue "R"

The Russell-Hampton Company, Inc.
500 West Adams Street Chicago, Ill.

SEND US YOUR ORDER NOW FOR

Bound Volumes

"The Rotarian" 38-39, 1931

THE complete file of "The Rotarian" for 1931—twelve issues—have been bound in one volume. These volumes are nicely bound, gold stamped and reasonably priced, \$2.50 the volume. Order today!

The Rotarian 211 West Wacker Drive
Chicago, Illinois

mean that all advertising is good. Neither does it mean that any form of advertising will continue to produce in the future simply because it has produced in the past. All types of advertising must be studied constantly in an effort to ascertain that which serves to best advantage in acquainting the store and its merchandise with the prospective customer in its trade territory.

ADVERTISING is far broader in its scope than generally realized. Many merchants think only of the newspaper and even Webster defines advertising as a printed announcement. Today advertising may mean window displays, radio programs, systematic telephone solicitation, house to house canvassing, billboards, newspaper space, or many forms of direct mail.

The amount to be spent should be determined as part of a fixed expense budget. Authorities vary as to the proper amount, but it generally runs from two to five per cent of sales. Once this amount is determined, it should not be arbitrarily spread over the entire year but kept liquid to take advantage of either increase or decrease in volume as the year progresses.

Money available for advertising should be carefully fitted to the mediums best suited both to the business and to the amount allotted. A program should then be laid out far enough in advance to permit the purchasing of merchandise and the correlating of it with advertising, the display windows, and the interior displays. If followed carefully, this plan gives advertising a real message and it will produce. Profits are made by advertising, but not all advertising is profitable.

A great deal has been written in recent years advising executives and proprietors of business enterprises to get away from detail. Within certain limits this is good advice for, of course, it is possible for an executive to spend too much time on non-essential details to the detriment of the business. On the other hand, I wonder if business men have not taken this counsel too liberally.

The old-fashioned advice to "look after the pennies properly and the dollars will care for themselves" was rather sound. The affairs of any business are like life itself, made up of many little things and if each is properly handled the outcome is satisfactory. One man, who had difficulty in keeping his attention focussed on small but important matters of his business, finally put a motto over his desk which read as follows: "Remember you can sit on a mountain but not on a tack." The advice contained in this homely truth could well be taken by many business men today who seem to have time for nearly everything but the important details of their own business.

The past, let us remember, is cast in a mold which is absolutely fixed and cannot be changed by any action of ours. The future is unknown and very difficult to perceive. While it is well to study the past and profit by the experience gained, and to look into the future and chart the way we would like to go, *the moment for action is now.*

Too many business men spend so much time in the study of the past and the speculation of the future that their NOWS are constantly slipping into the past to be permanently fixed in that never-changing mold as lost opportunities.

Statement of the Ownership, Management, Circulation, Etc.

REQUIRED BY THE ACT OF CONGRESS
OF AUGUST 24, 1912.

Of The Rotarian, published monthly at Chicago, Illinois, for April, 1932.
State of Illinois }
County of Cook } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Harvey C. Kendall, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Rotarian and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher: Rotary International, 211 W. Wacker Drive, Chicago, Ill.

Editors: Douglas C. McMurtrie, Emerson Gause, Leland Case, 211 West Wacker Drive, Chicago, Ill.

Managing Editor: None.

Business Manager: Harvey C. Kendall, 211 W. Wacker Drive, Chicago, Ill.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Rotary International, an Illinois Corporation, not organized for pecuniary

profit; Sydney W. Pascall, London, England, President; Chesley R. Perry, Chicago, Ill., Secretary; Rufus F. Chapin, Chicago, Ill., Treasurer; No capital stock and no stockholders.

3. That the known bondholders, mortgages, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs, next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stocks, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the six months preceding the date shown above is: (This information is required from daily publications only.)

(Signed) Harvey C. Kendall

Business Manager

Sworn to and subscribed before me this 7th day of April, 1932.

(Signed) R. C. Hilbert.

(My commission expires April, 1933.)

Note-Booking Through Russia

(Continued from page 15)

The American song was to be the American national anthem, "California, Here I Come." (Of course, after they had learned it, I explained it was not the American national anthem, just a Californian's idea of the national anthem!)

The Russian-American international was the Rotary song sung so much on land and sea and at the Vienna convention to the tune of "Ach, Du Lieber Augustin":

*The more we get together, together, together,
The more we get together,
The happier we'll be;
For your friends are my friends,
And my friends are your friends;
The more we get together,
The happier we'll be.*

Others were "Let Me Call You Sweetheart," "I Want to be Happy," etc.

I had a letter from Russia the other day which said, "All of us are studying the American songs. The Russian-American international song was a very great success. Next one to be tried is 'Let Me Call You Sweetheart.'"

* * *

I CAME across a Russian-born, once a naturalized American citizen, now a returned Russian. He was sitting in a doorway with his head in his hands.

"What's the matter?" I asked.

"My feet hurt me. My shoes are too small," he replied.

"Why didn't you get a larger pair?"

"Well," he answered, "my old shoes were worn out and there was only one pair I could find anywhere for sale. They were too small, so it was a question of cold feet without shoes or sore feet with shoes."

"How much were they?"

"Twenty-eight rubles (\$14.00)."

"Come with me," I said and took him to my room and gave him a pair of used but good army shoes that cost about \$5.00. He put them on and shouted for glee.

"I am the happiest man in Russia," he cried. "These are the finest shoes in this whole land. I'm never going to take them off—they are so comfortable—and if I took them off some one would steal them!"

And I recalled a remark made to me two years ago by a Russian, who said: "There will never be any revolution in America as long as everyone has two pairs of shoes."

"Is it true that everybody in America

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has an auto?" a Russian peasant asked me.

It was hard for him to realize that in any land automobiles should be so common that every street and every road is crowded, when there were so many streets in Leningrad, capital of the czars, and Moscow, capital of communism, that had never felt the tread of rubber tires. And millions of *muzhiks* out on the steppes had never even seen one; they were known to them only by pictures in the Russian newspapers.

I stood on the wonderful Nevsky Prospect, the most magnificent street in old Russia's St. Petersburg, and watched a parade of proletarians. Frequently for an hour not a single motor car would pass along that once-famous thoroughfare.

Yet, when I returned to America, I found America almost as depressed as Russia, but for a different reason: everybody had at least one automobile.

* * *

WHEN I saw some of the children of the communists I was reminded of the old saying, "As like as two peas." One day we went out to a forest home for children. It was an old mansion now a sanatorium for undernourished children. They were boys and girls up to eight or ten years of age, all dressed exactly alike in one simple garment. Their hair was cut short.

A grand guessing game ensued in our party to see who could guess which were boys and which were girls. There were lots of laughs all around as the youngsters answered when asked: "Boy or girl?" About half of our guesses were right, about half wrong, as to the sex of the youngsters.

A little later a crowd of young communists from Germany brought greetings from the communist children of Germany to the communist children of Russia. Then a Russian youngster—I don't know yet whether boy or girl—stepped out of the circle and recited a rehearsed communist reply.

* * *

Children, youth, the equality of the sexes, communist culture—these were the things that interested me in Russia most. The children and youth of new Russia are among the most eager, alert, and hopeful of any in the world. The scheme of Soviet education is to have sound minds in sound bodies.

While the culture of communism is designed to take the place of western culture, yet in the scheme of Soviet education I see much hope of the future. Education breaks down man-made barriers, education liberates the mind, leaps national frontiers, and gallops around the globe.

"Religion is the opium of the people," according to the Soviet program which substitutes communism for what we call

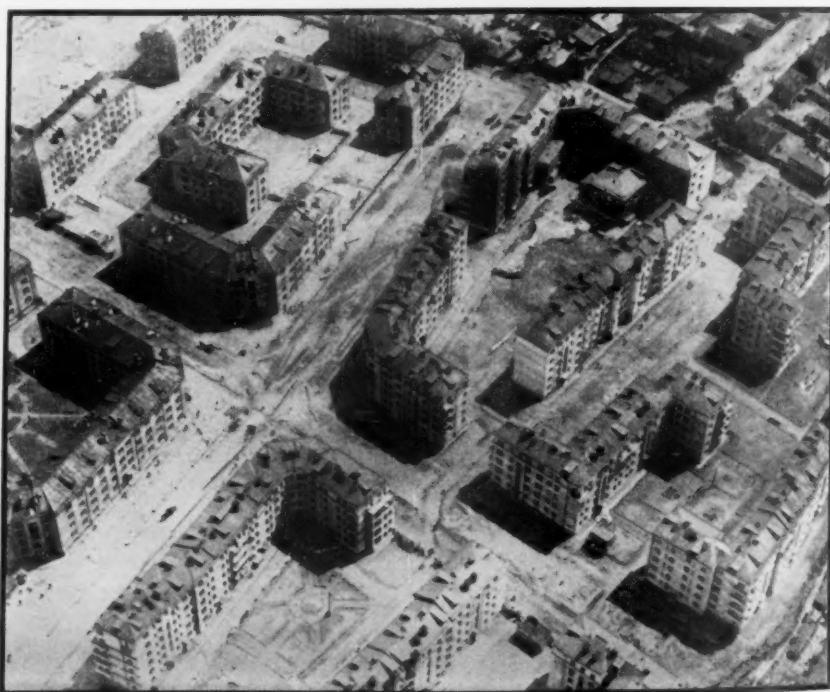


Photo: C. Roy Pinney

An aerial view of a section of the new Moscow, capital of Soviet Russia. This district, once waste land, is now given over to six-story apartment buildings for workers. Each building has its park and field for play.

religion. But education will enlarge the outlook of the Soviets, enabling them to see beyond the horizon and realize somewhere in space that there is a divinity that shapes man's end.

Then will come the realization that two wrongs never make a right. The Soviets shook off the shackles of the czarist régime under which Russians had suffered as serfs for centuries. And, it will never come back. But, by the same token, the present-day leaders are likely to learn that their treatment of the intelligentsia and koolacks and others simply stores up wrath against a day of judgment such as that which came in 1917 when they themselves sat in judgment upon their own people.

* * *

VISITING the offices of *Izvestia* three years ago, and *Pravda* last year, the two great national newspapers in Russia at Moscow, modern in every particular, I found that their circulations had jumped, in two years, from a quarter of a million to 2,000,000 each.

The tremendous growth has been due to the perfection of air shipments. In the early morning hours I saw page stereotype mats leaving by airplane for the farthest-flung points of the Soviet system, enabling the reproduction of the papers the same day in all parts of European Russia, the second day in Siberian cities, and the third upon the shores of the Pacific.

Russian humor emerges in the story that the Russians say that in *Pravda*, meaning truth, there is no truth; and in *Izvestia*, meaning news, there is no news. While they claim to have the only untrammelled press in the world, nowhere is there closer censorship.

There is absolutely no limit to the press criticism of officials so long as there is no criticism of the proletarian plan of communism; but when it comes to national and foreign news there is the strictest censorship by the committee which controls.

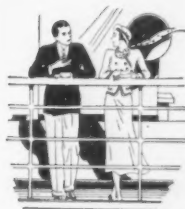
* * *

The United States and the Union of Socialistic Soviet Republics are on opposite sides of the earth. Two great oceans separate them—and yet they almost touch at Bering straits. There but thirty-six miles separate Siberia from Alaska. America has the largest territory in the western hemisphere; Russia the largest in the eastern hemisphere. Together, the two have the largest territory and the greatest population in the northern hemisphere.

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things of life—are produced in abundance in America, yet today it has millions without sufficient food, clothing, and shelter. Russia could produce enough of all three of these essentials, yet many millions in that vast land are short of food, clothing, and shelter.

The Search for New Alloys

[Continued from page 28]

mium or copper. No young bride was ever more painstaking in measuring ingredients of her first cake than are men who superintend this alloying process, for upon precisely the correct proportions depends the resultant Dowmetal's hardness, tensile strength, fatigue, corrosion and shock resistance, as well as other properties upon which hang its claim to industrial usefulness.

The simplest method of fabricating magnesium alloys is the time-honored one of casting the desired shape in sand molds. The metal is malleable, and may be "extruded" in the form of rods, bars, and structural shapes by an hydraulic pressure. This press, as it emits the metal, resembles nothing so much as a sausage or macaroni machine. The metal may also be "forged" between two matching-dies, under pressure or hammering. Again, it may be "rolled" into sheets as thin as 0.020 inch, a fact which manufacturers will be quick to appreciate—especially, when it is remembered that these alloys are easily welded with the ordinary acetylene torch.

GERMANY has led the world in practical uses made of magnesium alloys, and it is significant that there the aircraft industry immediately prior to the 1929 decline of business, used as much of the alloys of magnesium as the older member of the light alloy family, aluminum. Magnesium alloy's lightness makes it especially suitable for propellers, fuel tanks, wing and fuselage coverings, nose-pieces, ribs, struts, wheels, and trimming.

Light metal alloys are fast capturing the aviation field, for every pound in weight saved means one pound gained in pay load carrying capacity. Already, estimates R. R. Moore, consulting metallurgist for the Wright Aeronautical Corporation, if the light metal—aluminum and magnesium, principally—used in an aircooled aviation engine were replaced by steel, cast iron, or bronze, the weight of the engine would be doubled. In Europe, aviation led the way in the use of magnesium alloys, and the motor industry is following suit. A similar de-

These two nations stand at opposite poles in economic organization, yet have many points of similarity. One can but hope and strive for the end that they shall work out their common problems successfully, peacefully, and with benefit to the entire world.

velopment is prophesied for the United States.

The case of an automobile truck-trailer entirely constructed of magnesium alloy, save for the springs and the rear axle, the wheels and king pin, has been mentioned. It weighed but 4,180 pounds, whereas the same size steel trailer weighed 8,700 pounds. The two tons so gained, enthusiasts say, will enable the truck operator to save approximately one thousand dollars by using a smaller motor truck with a consequent economy in operating costs due to this small tractor and the lighter trailer. With 100,000 trailers built in the United States in 1930, it will be seen that the trailer business is not a small one.

Then there is the case of a bus manufacturer who gained 600 pounds by installing a set of bus seats made of the new metal. The weight saved enables the use of smaller and less expensive motors, permits greater acceleration, and gives greater tire and gasoline mileage.

A natural field for magnesium alloys is, of course, motor housings, vacuum cleaners, portable tools, household appliances, artificial limbs, and possibly furniture and golf clubs. Even this limited list of possibilities carries a threat of encroachment upon iron, steel, brass, and copper, and aluminum alloy. The latter is the older brother of the light metal family, and the contest between it and its younger and lighter brother, magnesium, looms as one having all of the closely disputed rivalry of a family altercation.

Dowmetal is a young metal out looking for work, not just odd jobs such as vacuum cleaners and precision tools, but steady employment. Truck bodies . . . structural beams for bridges and buildings. . . .

Many hundreds of combinations of magnesium with other metals have been produced at the Dow Works, but only four to six of the better ones have been placed on the market, each with its list of special properties.

One of the first questions industry asks before it opens its arms to embrace magnesium alloys will be the supply of

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magnesium available. The Dow Com-
pany is ready with its answer: "Inex-
haustible!" Apparently the brine supply
is limitless, but if it should wane, the
vast deposits of the minerals magnesite,
brucite, and dolomite preclude the possi-
bility of the supply becoming exhausted.
The ocean with its dissolved salts like-
wise constitutes a potential raw material.
Furthermore, magnesium constitutes ap-
proximately 2.1% of the earth's crust,
making it the eighth most abundant ele-
ment or the third most abundant of our
engineering metals.

The problem of supply is linked up
with that of availability, and that means
cost. The war-time price of five dollars
a pound has steadily declined as means
of production have improved. Today it
is thirty cents in carload lots. This puts
Dowmetal on a basis to compete on satis-
factory terms with other non-ferrous al-
loys, and, where lightness is an important
specification, with iron and steel.

But magnesium alloys can never dis-
place man's age-long friend, iron.
"Strong as steel" will probably be as
popular a metaphor with poets of a
generation hence, as with those of the
Victorian epoch. And the phrase "sound-
ing brass" will live on—but not unchal-
lenged, for thin magnesium alloy plates
used as resonator disks in automobile
horns can drown out a tuba.

WHILE the old metals—iron, cop-
per, zinc, and tin—will go on to new con-
quests in the service of man, the newer
alloys that have come into the industrial
picture within the past twenty years, seem
destined to have a more important rôle
in the future. "But old or new," declares
Willard Dow, who has succeeded to the
presidency of the company founded by
his father, Dr. Herbert H. Dow, "all
must adjust to an economy of needs.
As we learn better the properties, each
will find its place in the industrial
scheme on a sound basis."

Light-weight metals are needed; but
so are those of tremendous strength. No
steel made could withstand the tremen-
dous pressure exerted in an engine re-
cently invented until its power had been
reduced to twenty-five per cent. And yet,
as the science of mixing metals advances,
who will doubt but that this gap be-
tween inventiveness and metallurgy will
be closed?

The Dow Chemical Company spends
a large proportion of its net earnings on
research, thus reflecting the trend of the
times. Microscopes with unbelievably
keen eyes are spying into the interstices



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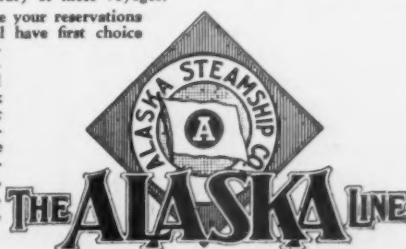
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between the crystals that form metals. Photomicrographs show apparently smooth metal surfaces to be as check-boarded as a turtle's back or as rough as a moon crater. Research men with the sagacity of a Sherlock Holmes and the pertinacity of the late czar's police are ferreting out secrets of metals, testing their mettle by ordeal of fire, acid, hammer, and the monotonous twirl of tireless machines.

Possibilities, both chemical and commercial, are limitless. Of the 92 elements in the periodic table, 64 are metals. Each of these have numerous special properties. A chemical action, heat, or electricity may interlock the molecules in a different way—and lo! new characteristics develop. The director of research of the United States Steel Corporation recently listed 31 chemical and physical properties of steel alone which can be altered by chemical changes, heat, and other treatments.

THERE are, a mathematical genius has computed, 635,013,559,600 possible combinations of thirteen cards in an ordinary deck of 52. Which prompts F. O. Clements, president of the American Society for Testing Materials, and technical director of the General Motors Research Laboratories, to query: "Did you ever stop to think how innumerable are the alloys that might be produced by all the varying combinations that might be made of our 64 elements regarded as metals? It is too stupendous even to contemplate."

The whole fields of catalysis, and magnetism, to name but two, are each a

An Epoch Ends

[Continued from page 8]

tomed, and still supply abundance for the wayfaring man. Psychologically, of course, the point is not so clear. The privileged classes may prefer to wreck the mechanism rather than give up the relative grandeur of super-conspicuous consumption.

The bulk of the United States' liability schedule can be liquidated through economic planning within its own frontiers, but one, perhaps the most threatening of all, can be stopped only by world planning and agreement. I refer to mechanized warfare.

To redesign the ship, to recast a society primarily acquisitive into one primarily functional, will never be accomplished without fresh and vigorous thought, and

terra incognita. It was Edison who declared that "If one were to work tirelessly on any problem for a lifetime, he would know only one-millionth of one per cent of all that was to be known about the subject under investigation."

A whole bevy of rare metals exists, of which little is known—beryllium, tantalum, caesium, and rubidium, to mention but a few. Each of them in combination with other metals may hold possibilities for the future of a significance as great as that already realized for manganese, vanadium, chromium, aluminum, or magnesium, each of which was probably unknown to our grandfathers. The metallurgical world has come a long, long way since the middle ages when, not understanding exactly why it should be so, knights chose superior armor and weapons made from ores which later research has proved to be alloys. In pocket-knives to be bought at a dime store today is better steel than in the best sword of ancient Damascus.

The romantic day of prospecting among the hills and mountains has waned; but in ten thousand laboratories among labyrinths of test-tubes, the old spirit of adventure, now tamed and controlled, but there, nevertheless, goes on. In the humblest discovery of the humblest researcher may be concentrated potentialities that will doom an old industry, and set up a new one. The old Greek philosopher Democritus was right. Nothing is permanent but change.

The future? Well, perhaps it may best be expressed by Gilbert and Sullivan's Ko-Ko.

"The task of filling up the blanks, I'd rather leave to you!"

the abandonment of many slogans which now pass for thought. To such phrases as "rugged individualism," "the octopus of Wall Street," "free competition," "less government in business," "the dole," "Bolshevism"—the reaction, in the part of millions of our fellow citizens, is as automatic as the knee jerk. Yet what is it—to split one of these slogans open—that is crucifying individualism, in its best sense, today?

Meanwhile the corporation executive who calls most loudly for less government in business is the first to board a train for Washington to lobby for a higher tariff—the most sublime interference of the state with trade which the modern world knows.

I do not know. I do know that slogans can no longer carry us. We have got to begin to think. We have got to discard a lot of mental lumber if we want to run this ship, and prevent the liabilities from overwhelming the assets altogether. If we want to prevent the epoch inaugurated by James Watt, which is capable, under functional control, of showering mankind with blessings, from ending.

THE existing maladjustment between production and consumption has led to widespread interest in the application of economic planning on a broad scale. Various forms of planning have been proposed. Perhaps the best-known and most discussed system is that undergoing experiment in Russia. Next month THE ROTARIAN will present an article by Gilmore Iden, dealing with successful methods of correlating the work of Trade Associations."—EDITOR.

IT is the object of Rotary so to fix in the heart and mind of its every member the ideal of unselfish service to his fellow-man, that this ideal shall manifestly direct his personal, vocational, and social life. This object shall be furthered primarily by the fellowship and mutual stimulus of the members of the organization, which contact, in turn, should result in a recognition of the worthiness and dignity of all useful occupations. Rotary's object is, however, not fully attained until the conception of service extends beyond the opportunities afforded in this inner circle, exacts the highest ethical standards in the competitive business of living, prompts a ready response to community needs, and culminates in the objective of a world-fellowship of men united in the ideal of Service and committed to the advancement of international understanding, good-will, and peace.

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THE ROTARIAN

Short Chats on Contributors

STUART CHASE, *An Epoch Ends*, is a native of New Hampshire, a *cum laude* graduate of Harvard University, a certified public accountant, an author of more than ordinary distinction. He spent five years, 1917-22, investigating the meat industry for the Federal Trade Commission, and since then has been associated with the Labor Bureau, Inc. He is author of "The Tragedy of Waste," "Your Money's Worth" (with F. J. Schlink), "Men and Machines," and "Mexico."

Almon E. Roth, *Do the Olympic Games Promote Friendship?*, as readers of this magazine know, is immediate past president of Rotary International, business manager of Leland Stanford University, and a home-town friend of Herbert Hoover. Back in 1910 he was a member of the Rugby team from the United States which toured Australia and New Zealand. In 1909, he competed in matches between the United States and Canada, and was a member of the record holding relay team.

R. E. Porter, *Note-Booking Through Russia*, is a California journalist . . . **R. L. Hill**, of Columbia, Mo., is chairman of the Convention Committee of Rotary International. . . **Jesse Rainsford (Jack) Sprague**, *Customers Won't Be Bossed*, is an ex-merchant, a professional book and magazine writer, was one of the earliest members of the San Antonio (Texas) Rotary Club. He now lives in New York.

Richard H. Chapman, *What's Ahead for the Retailer?*, began his career in a store—and is still there, every day. Only now he's the owner . . . **Leland D. Case**, *The Search for New Alloys*, is a member of THE ROTARIAN's editorial board . . . **Major William E. Brougher**, *Let's Talk About Our Health*, a former president of the Baton Rouge (La.) Rotary Club, is now a member at St. Louis.

For Further Reading

The following suggested books and magazine references will be helpful to the interested reader as well as to the program chairman. Many Rotary clubs are building stimulating programs around articles appearing in THE ROTARIAN.

"AN EPOCH ENDS" (*Vocational Service*), by Stuart Chase.

"A Panorama of Economic Planning"—*Nation's Business*, February, 1932.

"A Symposium on Planning," *Survey Graphic*, March, 1932.

These articles from THE ROTARIAN: "Business Needs a New Broom"—Charles F. Kettering, May, 1931; "The New World of Business"—Chester T. Crowell, October, 1931.

"America Faces the Future"—Charles A. Beard, Houghton Mifflin, \$3.00.

"A Basis for Stability"—Samuel Crowther (in collaboration with twenty-one American business leaders), Little, Brown and Co., \$3.00.

"Trade Depressions and the Way Out"—Ralph George Hawtrey, Longman's, Green, \$1.00.

"Business Adrift"—Wallace Brett Donham, Whittlesey House, \$2.50.

"Thunder and Dawn"—Glenn Frank, Macmillan.

"Fighting Business Depressions"—Roger W. Babson, Harper and Brothers, (Released in May)

"NOTE-BOOKING THROUGH RUSSIA" (*International Service*), by R. E. Porter.

This article from THE ROTARIAN: "An American Looks at Russia"—Walter Locke, August, 1931.

"Russia—A Nation of Adolescents"—Frankwood E. Williams, M.D., *Survey Graphic*, April, 1932.

"American Immigrants in Russia"—Ruth Kennell and Milly Bennett, American Mercury, April, 1932.

"Union of Soviet Republics"—*Fortune Magazine*, March, 1932.

"Shaw in Moscow"—H. W. Dana, American Mercury, March, 1932.

"Russian Amazons"—*Literary Digest*, April 2, 1932.

"An Industrial Fairy Tale"—*Literary Digest*, March 26, 1932.

"The Soviet Idea in Literature"—John Courson, *Current History*, April, 1932.

"Pitfalls of Soviet Planning"—Alzada Comstock, *Current History*, March, 1932.

"Nothing Bore a Russian Audience"—Margaret Bourke-White, *New York Times Magazine*, March 13, 1932.

"Where the Worker Can Drop the Boss"—Margaret Bourke-White, *New York Times Magazine*, April, 1932.

"Capitalism Survives"—Thomas N. Carver, *Current History*, April, 1932.

"New Minds: New Men"—Thomas Woody, Macmillan, \$4.00.

"New Russia's Primer" (Written to instruct Soviet youth in the purposes and methods of the famous five year plan), Houghton-Mifflin, \$2.00.

"Red Bread"—Maurice Hindus, Jonathan Cape and Harrison Smith, \$3.50.

"The Soviet Challenge to America"—George S. Counts, John Day Co., \$4.00.

"The Communist Shakes His Fist"—Bruce Reynolds, George Sully and Co., \$2.50.

"Lenin"—D. S. Mirsky, Little, Brown and Co., \$5.00.

"Soviet Russia: A Living Record and a History"—William Henry Chamberlin, Little, Brown and Co., \$5.00.

"Russia: Today and Yesterday"—Dr. J. E. Dillon, Doubleday Doran and Co., \$3.50.

"Recognize Russia?" (Arguments for and against recognition of the Soviet Government by the United States)—Jonathan Cape and Harrison Smith, \$2.00.

"The XYZ of Communism"—Ethan T. Colton, Macmillan, \$3.00.

"Stalin—The Career of a Fanatic"—Essad-Bey, Viking Press, \$3.50.

"Maxim Gorky and His Russia"—Alexander Kaun, Jonathan Cape and Harrison Smith, \$5.00.

"The History of the Russian Revolution"—Leon Trotsky, Simon and Schuster, \$4.00.

"Russia: My Home"—Emma Cochrane Pondfaine, Bobbs-Merrill, \$3.50.

"Soviet Administration of Criminal Law"—Judah Zelitch, University of Pennsylvania Press, \$5.00.

"Russia"—Hans von Eckart, Alfred A. Knopf, \$2.50.

"Once a Grand Duke"—Grand Duke Alexander of Russia, Farrar and Rinehart, \$3.50.

"WHAT'S AHEAD FOR THE RETAILER" (*Vocational Service*), by Richard H. Chapman.

"Dealers Use These Profitable Sales Ideas"—*Printer's Ink (Weekly)*, March 31, 1932.

"Twenty Ways to Make Profits"—Raymond Willoughby, *Nation's Business*, April, 1932.

"The Key to Successful Retailing"—*Nation's Business*, March, 1932.

These articles from THE ROTARIAN: "Retailing in England"—Maurice C. Moore, February, 1929;

"Is the Customer Always Right?"—a debate, April, 1929; "The Retail Clinic is Coming"—M. J. Norrell, November, 1930; "The Corner Store Grows Up"—W. L. Brintnall, May, 1931; "Not Everyone Can Run a Store"—Dr. Julius Klem, July, 1931.

"The Modern Grocery Store"—Carl W. Dipman, The Butterick Publishing Co., \$1.00.

"Retail Handbook"—W. S. Hayward, McGraw Hill, \$5.00.

"Profit Principles of Retailing"—H. B. West, McGraw Hill, \$2.50.

"Principles and Methods of Retailing"—J. H. Greene, McGraw Hill, \$2.50.

"Merchants Manual"—The Retail Drygoods Merchants Association, \$5.00.

"The Seven Keys to Retail Profits"—Clyde Bedell, McGraw Hill, \$3.50.

"New Roads to Prosperity"—Paul M. Mazur, Viking Press, \$3.00.

"How's Business"—Merle Thorpe, Harper and Brothers, \$2.50.

"Pathways Back to Prosperity"—Charles Whiting Baker, Funk Wagnalls Co., \$2.50.

"Pricing for Profit"—W. L. Churchill, Macmillan, \$3.00.

"Chain Store: Boon or Bane"—Godfrey M. Lehar, Harper and Brothers, \$3.00.

"THE SEARCH FOR NEW ALLOYS" (*Vocational Service*), by Leland D. Case.

"2 NaCl + 2 H₂O = 2Na(OH) + Cl₂ + H₂"—*Fortune Magazine*, April, 1931.

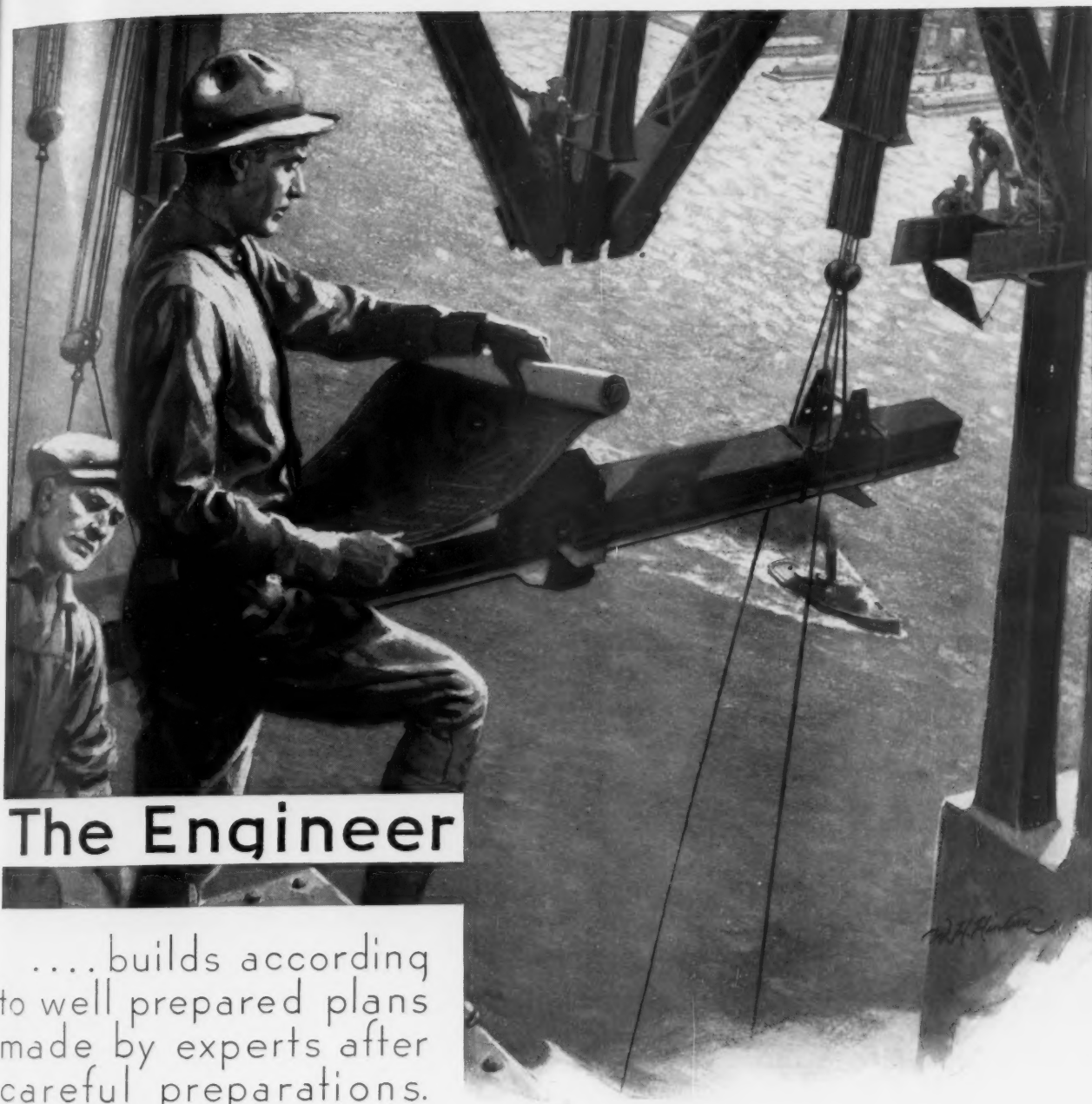
"The Magnesium Industry"—John A. Gann, Industrial and Engineering Chemistry, July, 1930.

"Industrial Explorers"—Maurice Holland, Harper and Brothers, \$3.00.

"LET'S TALK ABOUT OUR HEALTH" (*Club and Community Service*), by Major William Brougher.

These articles from THE ROTARIAN: "What Price Health"—Charles H. Mayo, April, 1927; "Why Be a Fool"—John B. Hawes II, August, 1930.

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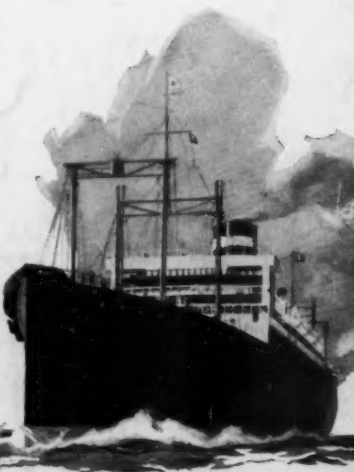
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